

JBC Network—Author Guidelines 2020-2021

Summary of the JBC Network Program

The JBC Network program offers authors a unique platform to 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. 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 2020 – 2021 JBC Network participation, the author must have a book published between June 2019 and December 2020 that creates a program of Jewish interest. The application process includes a participation/distribution fee and the submission of 110 non-returnable copies of the author's book (see note under book submission section) by April 17. 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.

The Jewish Book Council's role is to provide a platform for the author 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 *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 conference to pitch their book to an audience comprised of Jewish program coordinators and their lay leadership committees. There is an informal reception following the conclusion of the pitches that allows authors and coordinators to meet. All participating authors are individually mentored and coached for their pitches by a member of the Jewish Book Council staff. The conference, held May 19 – 21 at Hebrew Union College at 1 West 4th St. in New York City, marks the start of the JBC Network programming year for 2020-21. While conference fees are included in the registration process, the author/publisher is responsible for arranging the author's travel and NYC hotel stay.

Scheduling: After the conference, JBC Network members return home, where they 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. 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 *in late June or 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. An author's success through JBC Network 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 May 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 author@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.)

2020-2021 AUTHOR GUIDELINES

Please read the entire document before submitting a registration!

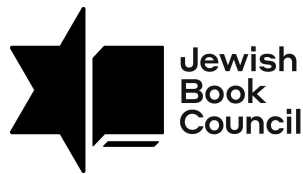
*The following information should be read thoroughly before beginning author registration. If someone other than the author completes this registration, **the author must be aware of and agree to all conditions of author participation**. The registration form must be signed by the author or by a designated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

Author Eligibility

- Authors must have a book/e-book published between June 2019 and December 2020. Re-releases (i.e., paperbacks, updated editions) with a new copyright within this time frame are eligible.
- 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 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 130 Jewish book programs from across North America and Jewish Book Council's larger readership, reaching over half a million online readers.
- **Eligibility for selection by the JBC Network members for their upcoming 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 JBC Network Conference.
- Personal coaching by the JBC Network staff for your pitch at the *Meet the Author* event.
- 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.¹
- Distribution of review copies of the author's book to JBC Network members across North America.
- 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 front-list.

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. **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, must accept a minimum of three JBC events for no honorarium during the season.
- The host site pays the author's travel and lodging and 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 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 JBC approved travel agency.

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.

¹ All publications on 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 full-length review, feature in the Jewish Book Council's weekly email newsletter, or inclusion in the Jewish Book Council's online content.



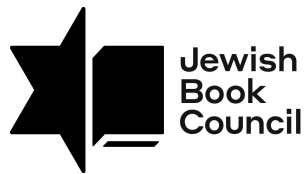
- The author and/or publisher **must** inform the Jewish Book Council of any other author appearances in the hosting city to minimize overexposure and to coordinate shared travel expenses among **all sites**.
- Travel expenses must be shared among all organizations involved in one trip, **regardless** 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 site unless prior arrangements have been made.

Open communication prevents surprise costs and last-minute cancellations.

As a courtesy, if an author has an event booked within 50 miles of a JBC Network site 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.

Travel Details

- 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*
 - If driving own car to 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 and train transportation **must** be arranged through specified host sites or the JBC Network's 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.**
- Airline tickets are purchased on a non-refundable basis, and once purchased may not 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.***

*Host site must cover two nights' hotel stay if travel arrangements necessitate an extended stay.

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.
- If rescheduling is not possible, the publisher and/or author **must** reimburse the host community for the cost of any unused portion of the ticket within 30 days of the cancellation.
- 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 to the event.

Additional Information

Book Submission: Books may be submitted in one of the following formats. Directions for submission will be found upon completion of registration:

- 110 non-returnable 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 + 6 physical copies.

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 six (6) 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.** Printed review copy or ARC (advanced reading copies) submissions are strongly encouraged, as hard copies reliably receive better response from JB 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 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.

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

Books or authors deemed ineligible for the program according to the conditions and requirements for enrollment in the 2020 – 2021 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 continue 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 picked up 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 calendar 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 17: 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.

Approximately **May 1** 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 19-21: The JBC Network Conference is held at Hebrew Union College in New York City. 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.)

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 request are received all season long.

August 2020-May 2021: 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 copies² by April 17, 2020** 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 designed warehouse as well as costs associated with the arrangement. E-books, while permissible, are NOT recommended, as they tend to elicit poor response from JBC Network book program coordinators; please note that a **\$200** fee applies to all e-book submissions, plus 6 final print copies, sent to the JBC offices.
- JBC Network author fee, to be paid by credit card or check. The cost of participation it as follows:
 - Author attending JBC Network Conference/*Meet the Author*: **\$490**
 - Author NOT attending: **\$450**
 - Second/additional Co-Author attending: **\$333**
 - Co-Author NOT attending: **\$230**
 - E-book submission fee (plus 6 physical copies): **\$200**

² ARCs, galleys, and bound manuscripts accepted.



- Guest at JBC Network Conference: **\$225³**
(Note: Jewish Book Council *discourages* authors from bringing guests.)
- Registration and payment must be completed by **March 15, 2020**, at which time a **\$100** late fee applies per person⁴.

Cancellation fee: **Transaction fee and 50% of registration fee.** Cancellations filed after April 30 will not be reimbursed.

JBC Network Staff

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

³ Guest passes are available only as long as space allows. Guest registration fees increase \$50 beginning in March. Please note that guests sit in main gallery and not with author.

⁴ Additional \$200 per author after April 18; additional \$300 per author after May 1; additional \$400 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.