

SCBWI-Philippines to Hold First Event "Meet the Author : Jo Kittinger"

Children's author Jo Kittinger will be in town and she is looking forward to meeting some children's book writers and illustrators. She will be the special guest and main speaker at a small get-together at 3:00 p.m. on Sunday, January 6, 2002, at the Asian Institute of Management (AIM) Conference Center, Makati City, Philippines. She will talk about her work and answer questions afterwards.

Jo Kittinger has been published by Children's Press, DK Publishing, Meadowbrook Press, and Franklin Watts Publishing. Her titles include

Going to the Beach, Birds of North America (East and West), The Joy of Cats, Stories in Stone : The World of Animal Fossils, Dead Log Alive!, A Look at Minerals : From Galena to Gold, and A Look at Rocks : From Coal to Kimberlite, which was included in the list of Best Science Books for Children in 1998 by the American Association for the Advancement of Science (AAAS). She has also published many children's magazine articles, photographs, and illustrations, and she has sold a hidden picture to Highlights for Children magazine, the children's magazine with the highest circulation in the U.S.

Jo has served as an editorial assistant with The Flicker children's magazine.

She is also actively involved with the Society of Children's Book Writers and Illustrators (SCBWI), currently serving as the Assistant Regional Advisor for the Southern Breeze region (Alabama, Mississippi, and Georgia). The SCBWI is an international professional organization dedicated to serving the people who write, illustrate, or share a vital interest in children's literature. It is headquartered in Los Angeles, California, and has more than 16,000 members worldwide.

In connection with Jo's talk, other topics that will be discussed are: the SCBWI in the Philippines, the SCBWI in the Asia-Pacific Region, the SCBWI Winter Conference in New York in February 2002, the SCBWI Summer Conference in L.A. in August 2002, benefits of membership in the SCBWI, and how to join the SCBWI.



Jo Susenbach Kittinger was born October 7, 1955 in Miami, Florida. Growing up she lived in North Carolina, Ohio and Orlando, Florida, before settling in the Birmingham, Alabama, area as a teenager. Jo attended

Vestavia Hills High School, during which time she met her future husband, Rick Kittinger, on a blind date. They married in 1974 and have three children.

Jo graduated, magna cum laude, from the University of Montevallo in 1977. She earned a BFA in fine arts with a minor in biology. For two years, after college, Jo was co-owner of Wood and the Works, a fine crafts gallery and studio.

Her interest in publishing began early. She was editor of her high school yearbook and began submitting original craft designs for

publication shortly after college. Her projects may be found in numerous books and magazines published through Oxmoor House and Heritage House. Jo began writing for children in 1991. Her writing credits include articles in Child Times, Boys Quest and The Flicker. She has written numerous feature articles which have appeared on the Just For Kids page of the Birmingham News and a number of items for Harcourt Brace Educational Measurement and CTB/McGraw-Hill. Jo enjoys nature, pottery and photography.

Who else is coming?

Those expected to attend the "Meet the Author" get-together are: Ani Rosa Almario (publisher); Ouie Badelles (illustrator); Neni Sta. Romana-Cruz (writer); Lina Diaz de Rivera (writer); Lin Acacio Flores (writer); Anette Flores (writer); Liza Flores (illustrator); Abi Goy (illustrator); Marcus Nada (illustrator); Isa Nazareno (illustrator); Fran Ng (writer); Carla Pacis (writer); May Tobias (writer/illustrator); Dominique Torres (cultural worker); Krip Yuson (writer).

The get-together will be hosted by Beulah Pedregosa Taguiwalo, SCBWI member and Regional Advisor for the Philippines and Asia-Pacific.



What is the SCBWI?

The Society of Children's Book Writers and Illustrators, formed in 1971 by a group of Los Angeles based writers for children, is the only international organization to offer a variety of services to people who write, illustrate, or share a vital interest in children's literature. The SCBWI acts as a network for the exchange of knowledge between writers, illustrators, editors, publishers, agents, librarians, educators, booksellers and others involved with literature for young people. There are currently more than 16,000 members worldwide in over 70 regions, making it the largest children's writing and illustrating organization in the world.

The benefits of membership in the SCBWI are many. These include the chance to meet publishers and network with other authors and illustrators at the two annual International Conferences — the Summer Conference in Los Angeles, California, and the Mid-Winter Conference in New York City — as well as regional conferences and events throughout the world. It also publishes a bi-monthly newsletter, awards grants for works in progress, and provides many informational publications on the art and business of writing and selling written, illustrated and electronic material. The SCBWI also presents the annual Golden Kite Award for the best fiction and non-fiction books as well as other awards.

SCBWI Membership

Membership in the SCBWI is open to anyone with an active interest in children's literature.

Full membership is open to those whose work for children -- books, illustrations, articles, poems stories, films, programs or photographs -- has been published.

Associate Membership is open to all those with an interest in children's literature, whether or not they have published.

Annual Dues are US\$50.00 for either full or associate membership. New

members also pay a one time US\$10.00 initiation fee, for a total of US\$60.00.

How to Join the SCBWI

You may join the SCBWI online by going to <http://www.scbwi.org> and printing out the Membership Application, filling it out, and sending it along with your check to: Society of Children's Book Writers and Illustrators, 8271 Beverly Blvd., Los Angeles, CA 90048 USA.

Or, you may request a membership application by sending your name and postal address via email to membership@scbwi.org or contacting the SCBWI membership office at the address above or calling 323-782-1010 (fax: 323-782-1892).

Benefits of Membership

A Professional Guild. The SCBWI serves as a consolidated voice for professional writers and illustrators across the world. As a unified body, the SCBWI acts as a powerful force to effect important changes within the field of children's literature. In recent years, the SCBWI has successfully lobbied for such issues as new copyright legislation, equitable treatment of authors and artists, and fair contract terms.

Advisory Functions. The SCBWI serves an advisory function for all of its members. Individual advice, information and counsel are gladly provided. The SCBWI prides itself on taking a personal interest in the careers of its professional membership.

The Bulletin. The "SCBWI Bulletin" is a bimonthly publication containing comprehensive and current information in the field of children's literature. Features include the latest market reports, articles on issues in writing, illustrating, and publishing, information on contests and awards, reports of events in the field, news of SCBWI members, as well as information about ongoing SCBWI activities throughout the country. The "Bulletin" is an invaluable source of information and inspiration to writers and illustrators of children's literature.

The Golden Kite. Four Golden Kite Statuettes — one for fiction, one for non-fiction, one for picture-illustration,

and one for picture book text — are awarded each year to the most outstanding books written and/or illustrated by members of the SCBWI. Honor Book Certificates are awarded in each category. The Golden Kite has become one of the major national awards in the children's book field.

Magazine Merit Awards. Four plaques — one for fiction, one for non-fiction, one for illustration, and one for poetry — will be awarded each year for outstanding original magazine work for young people published during that year and having been written or illustrated by members of the SCBWI. Honor certificates will be awarded in each category.

Grants. Financial Grants are available each year to both full and associate members of the SCBWI. "Work-in-Progress Grants": Four grants — General, Contemporary Novel, Nonfiction Research, Previously Unpublished Author — to assist individual members complete specific projects. "Don Freeman Memorial Grant-In-Aid": To aid individual artist members working in this picture-book field. "Barbara Karlin Grant": To recognize and encourage the work of aspiring picture-book authors.

Conferences. Each year, the SCBWI sponsors the only international conferences devoted entirely to writing and illustrating literature for children — the Summer Conference in LA and the Mid-Winter Conference in NY. Luminaries in the field provide lectures, workshops, and individual manuscript and art consultations. SCBWI members receive a considerable discount on conference tuition.

Eventually, the idea is to have a once-a-year big international conference outside of the U.S. Two years ago, it was in France. This year, it is in Greece. In 2003 it will probably be in Spain.

Regional Events. Regional Advisors coordinate SCBWI events and activities for members in locations all over the country. Meetings and workshops feature well-known writers, illustrators, and others involved in literature for young people; critique groups, shop-talk groups, newsletters containing regional information of interest to writers and illustrators and social events enable members to share experiences and make friendships. Members receive substantial discounts on admission to regional events.

Publications. Several different

(Continued on page 6)

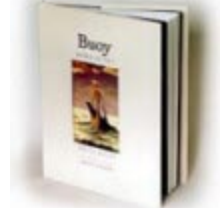
SCBWI authors and illustrators from around the world: meet some of them here!

Bruce Balan
Author
California, USA

Before Bruce Balan became a writer, he worked as a messenger, plumber, videotape engineer, sailing vessel crew, nanny, bartender, dishwasher, short-order cook, soda jerk, sous-chef, programmer, computer systems and software designer and consultant. He attended the University of California at Santa Cruz for 2 years where he majored in Physics. He finished his undergraduate degree at San Francisco State University where he graduated Summa Cum Laude with a BA in Radio and Television Production in 1981.

Bruce began writing for children in 1985 while living in London, England. His first book, *The Cherry Migration*, published in 1988, was inspired by the time he spent working as a soda jerk there. After returning to the United States, Bruce continued writing while pursuing a career in software design. This led to his position as head of technical development at a small software development firm which he helped establish. In 1993 Bruce left the firm he founded to spend more time writing.

Bruce is the author of many books for children, most notably *Buoy, Home at Sea* (Delacorte Press), the recipient of a
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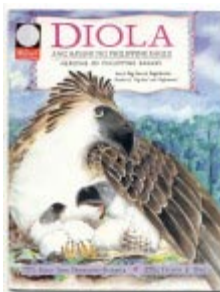


Bruce Balan and his book *Buoy*, with illustrations by Raúl Colón. (Below left) *Boya*, the Spanish translation.



Mary Ann Ordinario-Floresta
Author & Publisher
Davao, Philippines

Mary Ann Ordinario-Floresta is the author and publisher of several children's books, mostly about Mindanao, the southern region in the Philippines where she lives. Some of her titles are *The Smelly Fruit*, *The Crying Trees*, *War Makes Me Sad*, and *Diola Ang Bayani ng Philippine Eagle* — all printed in color and beautifully illustrated in various media by Filipino children's book illustrators.



One of Mary Ann's books, *Diola Ang Bayani ng Philippine Eagle*. Illustrations by Yasmin Ong.

Mary Ann also runs a school for children in her home province. It was partly her need for children's books about life in Mindanao — the Moslem population and culture, the seemingly unending state of war, fruits like *durian* that are practically synonymous with "Mindanao" — that made her decide to just go ahead and create those books herself.

Mary Ann started by attending a workshop on writing for children, which was conducted a few years ago by writer Neni Sta. Romana-Cruz under the auspices of the Philippine Board on Books for Young People (PBBY). With the just-do-it attitude of a first-time self-published author, she went ahead and wrote some stories, asked around about children's illustrators, interviewed and contracted them all by e-mail, and published and printed the books herself. She also lost no time in bringing her books to the First Asian Children's Book Fair in Singapore two
(Continued next page)

Bridget Strevens-Marzo
Author & Illustrator
Paris, France

Bridget Strevens-Marzo has been a member of the SCBWI since 1996. She serves as Illustrator Coordinator and is on the board for France. A writer and illustrator, she also teaches at Parsons Paris School of Design. After her first three picture books were published in the 1990s, she developed children's multimedia products, adding the computer to her traditional illustration tools. Today, she works with French, English, American and Australian publishers.

In her role as Illustrator Coordinator, she continues to open doors for SCBWI members, introducing publishers to the Society, organizing interviews, exhibitions and talks. With Bridget's insight, SCBWI France was able to encourage and inform illustrator members (many of whom are now published in magazines and books). Of British/Catalan extraction, she speaks four languages. As a member of the board, Bridget would seek to incorporate illustrators into the SCBWI more to meet the needs of illustrators and writers on an international level.

Bridget will be host and lead the art directors' panel at the SCBWI conference, "May the Myth be Your Muse," to be held on the Greek island
(Continued next page)

Bridget Strevens-Marzo and two of her books.





Illustration by Bridget Strevens-Marzo from fold-out playbook *En Bateau / Sail Along*.
Albin Michel Jeunesse publ. 1999 (France). Used with permission from Bridget Strevens-Marzo.

Bridget... (continued from page 3)
of Hydra, May 30-June 2, 2002.

“Much of my best work for SCBWI so far has consisted of making bridges across more or less frequently traversed terrain, says Bridget. “My own tri-cultural background makes me aware of cultural divides and the need to understand differences and develop from them. In SCBWI France we began this work before Royaumont (the abbey where the 1999 conference was held) and it is a rich field to explore in an ever-shrinking world where co-editions are becoming increasingly common.”

Bridget says there’s also the bridge between past and future, which she thinks is important to keep crossing — to appreciate what makes a great children’s book perennial and yet new to every child’s re-reading of it. “Work doesn’t get made in a vacuum — there’s a history to every word and legions of experienced hands behind every tool, old and new that can be explored. I’d want to enlist the help of those artists and writers among us known for delving into the past for their sources, and others whom I know are versed in new techniques, to help increase understanding of the tools of our trade.”

Bridget says she has yet to meet a member of the SCBWI who is not involved in some way in crossing that endlessly fascinating bridge between words and pictures; illustrators working between the words in their pictures, writers drawing pictures in words. “Outside of the SCBWI, a lot remains to be done,” she says. “It would be great if the SCBWI could increase ‘outside’ appreciation of the particular artistry of children’s books. I think a juried SCBWI exhibition on the premises of the venerable Society of Illustrators in New York or held during a major book fair or educational gathering would stimulate interest and increase respect for work which may have been barely glimpsed

at in a small corner of a bookshop or library.”

Bridget says that she has personally benefited from the bridges that SCBWI has built among its members, and she says she will do her best to help the SCBWI build more bridges across different cultures and new terrain to cross over. ■

Bruce... (continued from page 3)

1998 Parents’ Choice Award. His picture books include *The Cherry Migration*, *Jeremy Quacks*, *What I Saw at Sea*, *The Moose in the Dress* and *Pie in the Sky*. He has also written a middle-grade fiction series, *Cyber.kdz*. His next book is *The Balloonman* to be published by Simon & Schuster.

Bruce, who sits on the Boards of SCBWI and The Read In! Foundation, is also a Morris dancer, Rapper sword dancer, scuba diver, and concertina player. He is also an avid sailor and plans to circumnavigate the globe someday. He lives with his wife, Dana in the small town of Sebastopol in Sonoma County, California.

To know more about Bruce Balan, visit Bruce Balan’s Office at <http://cyber.kdz.com/balan>. ■

Mary Ann... (continued from page 3)
years ago, where she was literally swamped by offers to publish translations of her books.

With the way Mary Ann has been forging ahead in her mission to create children’s books, it was not surprising that when I took it upon myself to find out, Mary Ann turned out to be the only other person in the Philippines with an active SCBWI membership. We all wish Mary Ann more power, and we hope to hear more about her and her books in the future. ■

— Beaulah Pedregosa Taguiwalo,
Regional Advisor, SCBWI; Member, Ang
Ilustrador ng Kabataan; Chairman, PBBY.

Letters Announcements Questions & Answers

SCBWI Events : Nearby and in the Near Future

What: Session on available markets and how to pitch

Title: “What’s Hot and What’s Not in the USA and Australian Markets”

When: Tuesday 19 March 2002

Where: Brisbane, Queensland, Australia

Contact: Jen McVeity

Email: jmcveity@netspace.net.au

What: Session on selling of overseas rights (USA, UK, Germany, Italy and Asia)

Title: “Don’t Write Ten Books — Sell One Book Ten Times.”
Write a lot less and sell the same book a lot more

When: Tuesday 15 April 2002

Where: Melbourne, Victoria, Australia — for a lot more money.

Contact: Jen McVeity

Email: jmcveity@netspace.net.au

For those who are interested in academic analysis and criticism of children’s literature

What: Annual conference of the Children’s Literature Association

Theme: “Education in Children’s Literature”

When: 12 to 16 June 2002

Where: Near Wilkes-Barre, Pennsylvania

Deadline for papers: 31 January 2002

How do you balance didactic and pedagogical concerns — sending an appropriate “message” in your books, versus the need to deliver an entertaining story? Do you try to present “the world as it is” in your children’s fiction, or do you present a more idealized portrait of “the world as it should be”? These are some of the questions that will be tackled during the annual conference of the Children’s Literature Association (ChLA) in June. SCBWI members are invited to submit papers for the conference, and working authors who want to take this opportunity to reflect on their craft are welcome to participate. ■

M&M candies in counting books, Nike sneakers in math word problems? What's in store for us — Jollibee hamburgers in Sibika at Kultura textbooks?

Big Trouble in Little Candies

By J. L. Bell

Product-driven books: treated by some publishers as a sideline, considered distasteful by some writers and editors.

In 1994 Charlesbridge, the children's-book press based in Watertown, Massachusetts, published *The M&Ms Brand Counting Book*, which started a trend for using food products — brands marketed for kids, to be exact — in activity books. Other examples in the U.S. include *The Cheerios Play Book* (Simon & Schuster, 1998, over 1.2 million copies in print) and *The Pepperidge Farm Goldfish Fun Book* (HarperCollins, 1999). Now these books are involved in two controversies: a general but low-level concern among parents and teachers about the place of advertising in children's lives, and a new patent suit filed by one publishers of such books against others.

Books as a Form of Advertising

Candy-counting books are part of a broad trend toward more advertising in American children's lives. As another example, many U.S. schools now have lucrative deals with soft-drink companies. A school lets Coke install vending machines in the halls or soda dispensers in the cafeteria, and promises to exclude Pepsi brands from the same places. In exchange, the school receives a cut of the proceeds. At one school, the student body was even required to participate in some sort of soft-drink ad, with everyone wearing a T-shirt advertising that brand. One kid, an admirable sort of wise guy, showed up in a T-shirt for the rival brand and was suspended.

Brand-name products in children's stories: Parents and teachers are concerned about the place of advertising in children's lives.

School administrators, struggling to make up for government budget cuts, no longer see the health risks and inflated costs of soft drinks as reasons to encourage kids to drink, say, water or milk.

There are also U.S. mathematics textbooks with word problems about brand-name products: "Jim wants a pair of Nike sneakers that cost \$86.99..." The publishers insist that they haven't taken money (directly) from the manufacturers to put their brands forward this way. They say that American kids are so keyed into brands already that by dropping those names the textbook authors can get readers' interest and convince them that these math lessons will be useful in the real world. Some sales of these textbooks and candy-counting books are no doubt coming from well-meaning parents and teachers trying to catch kids' attention. But the product manufacturers themselves are probably buying lots of these books to distribute through schools, daycares, and other institutions, as advertising.

Advertisers are pushing brand names in front of American eyes in many other new ways, too: sports stadium names, paid mentions and appearances in movies, sponsorships on public TV and radio, logos digitally inserted into sports broadcasts, online ads and spam. But kids are being targeted at a place they're not allowed to avoid: school. They also don't remember life before ads were quite so inescapable, so they may not see that marketing as intrusive. There's one bright light, however: children in late elementary grades and above now seem more savvy about how companies are trying to manipulate them than in past generations.

A Lawsuit Over Patents

The second controversy involving candy-counting books concerns whether one company has an exclusive patent on a certain type. In 1995 an Akron company called Playhouse Publishing filed a patent application for books that include die-cut slots on the pages where children can place candies. The original Charlesbridge M&Ms book didn't have such die-cuts. The U.S. government granted Playhouse patent 5,573,438 in November 1996. The company expanded that patent in 2001 so that it covered books with die-cuts to accommodate any type of food. Playhouse's Nibble-Me titles have

used Necco wafers, Goelitz's Gummy and Jelly Belly candies, and M&M minis.

In December 2001, *Publishers Weekly* reported that Playhouse was suing several companies for, it says, infringing on its patent by issuing similar die-cut books. That list includes not only Charlesbridge, S&S, and Harper, but also food makers that licensed such books, including M&M/Mars, General Mills, Kellogg's, and Pepperidge Farm.

Most publishing firms treat such product-driven books as a sideline; some writers and editors find them as distasteful as, well, Necco wafers. So what lessons could this dispute hold for publishing in general? One is that publishers and authors are used to working in the field of copyright, where laws protect the expression of an idea from being copied but not the underlying idea itself. Patents, on the other hand, protect ideas, often including ways those ideas might be realized that haven't been tried yet.

Copyright law can't stop any publisher from looking at *The M&Ms Brand Counting Book* and thinking, "Ha! I can do a Reese's Pieces counting book better with new words and art." But once Playhouse changed the technology of such books by introducing die-cuts, it had a patentable idea that no one else could copy. At least that's the basis of its suit. The other publishers' defense may rest on the argument that die-cuts have been around for decades, so using them with candy-counting books was an obvious idea, not deserving of a patent.

New publishing technology may produce more disputes like this as books combine traditional, unpatentable printing on paper with electronic interactive features. If you have a bright new idea about how to make books more exciting through technology — even technology as simple as die-cuts — you may have to get used to patent law as well as copyright law.

Used with permission from J.L. Bell, SCBWI Regional Advisor for Massachusetts, book editor, and author of *Soap Science* (Kids Can Press).

New publishing technology: If you have a bright new idea about how to make books more exciting, get used to patent law, trademark law, and copyright law.

What is... (Continued from page 2)

publications, designed to aid both published and unpublished writers and illustrators, are available to SCBWI members for the cost of postage only.

Manuscript/Illustration Exchange.

The SCBWI sponsors a free manuscript and illustration exchange among its members. Through the Exchange program, SCBWI members can obtain criticism and feedback on their works in progress.

Main Office. Society of Children's Book Writers and Illustrators, 8271 Beverly Blvd., Los Angeles, CA 90048 USA, Voice: 323-782-1010, Fax: 323-782-1892, Email: scbwi@scbwi.org

Officers. The SCBWI is headed by a President and an Executive Director. Stephen Mooser, President, is the author of over fifty books for children. His work includes picture books such as *The Ghost With the Halloween Hiccups*; *The Creepy Creature* chapter-book series and *It's a Weird, Weird School*; and nonfiction such as *Lights! Camera! Scream!*.

Lin Oliver, Executive Director, is a specialist in educational media and has authored numerous reading programs. Her works are widely read by school children across the country. In addition, Ms. Oliver is involved in developing film and video projects for children and adults. She holds a doctorate in education psychology.

Board of Directors. Sue Alexander,

Bruce Balan, Judy Blume, Eve Bunting, Bruce Coville, Paula Danziger, Tomie dePaola, Erzsi Deak, Judith Ross Enderle, Vicki Berger Erwin, Sid Fleischman, James Cross Giblin, Ellen Howard, Dorothy Leon, Jen McVeity, Walter Dean Myers, Jerry Pinkney, Barbara Seuling, Frank Sloan, Stephanie Jacob Gordon, Jane Yolen, Cheryl Zach.

Regional Advisor Team. Cheryl Zach, RA Chairperson; Erzsi Deak, International RA Chairperson; Priscilla Burris, Illustrator Coordinator.

Technology Team. Sally Crock is the Technology Advisor and Webmaster for the www.scbwi.org site. She is responsible for database services for the Regional Advisors at the SCBWI office in Los Angeles. She is the former Registrar of College of the Atlantic in Maine. Mary Jacobs, ListServ Editor, is responsible for keeping SCBWI's Email lists up and running and editing the content. Mary is a published writer for children as well as a Licensed Counselor/School Psychologist who specializes in animal-assisted therapy. David Plotkin, Assistant Webmaster, is responsible for the events page. He has published over 1000 articles on computers and software, and has written several books on computers as well.

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More Benefits

SCBWI members who live outside the U.S. also receive Expression OnLine and Expression (January, annually) by snail mail as part of their membership. This comes from Erzsi Deak, International Regional Advisor Chairperson.

*A house without books is like
a room without windows.
No man has a right to bring
up children without
surrounding them with books.*

Heinrich Mann (1871-1950)

What's Up with the SCBWI in the Philippines and Asia-Pacific

This serves as the regional newsletter for SCBWI members and friends in the Philippines and neighboring countries in the Asia-Pacific region. Copies of this newsletter will be regularly sent to the SCBWI head office in Los Angeles, California; to Erzsi Deak, International RA Chairperson; and distributed to all the SCBWI Regional Advisors all over the world.

Beulah Pedregosa Taguiwalo, Editor.
Erzsi Deak, Editorial Consultant.

What's Up with the SCBWI in the Philippines and Asia-Pacific

c/o Beulah Pedregosa Taguiwalo
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