

## **FAQ**

### **What are your goals with this flyer?**

We want to establish the SCBWI as a professional and reliable resource that book buyers recognize and look forward to receiving information from. We want to make the SCBWI a well-known name in book buying communities.

### **What happened to the old flyer?**

In the past SCBWI Oregon has created several new release flyers for its members. However, the process of collecting information from authors and compiling it into a flyer is quite time consuming. Since this service is provided by a volunteer it has been difficult to find someone who has the time to commit to the project on a consistent basis.

Obviously a flyer that only comes out some years and not others hurts our efforts to establish ourselves as a professional resource. So, the other goal for the new flyer is to make the creation process as easy as possible so the task can be handed off to new volunteers as needed. To do this, we are trying to automate much of the process (for example, the online author form). This is still a work in progress.

### **Why a flyer?**

We have had multiple requests from bookstores, libraries, and schools for a list of books by Oregon authors as well as contact information for authors and illustrators willing to do events. A flyer also gives us a substantial return on promotional dollars and volunteer hours spent.

### **Why did you choose the current format for this flyer?**

From my experience and from interviews with book buyers, the current included information and organization/format is the most relevant and useful for book buyers when they sit down to place orders or plan events. We will continue to make small changes as we receive further feedback.

### **Why don't you send a print flyer instead of email?**

We would love to but printing costs are prohibitive. The feedback we've received from book buyers is that email is best. We do include a link to our website where book buyers can download a print quality version if they choose.

### **Why do you send it out in April and October?**

April and October are the months when most publishers release their Spring and Fall catalogs. Most book buyers do large orders at these times to stock up for the coming season.

We also want the flyer to arrive at a consistent time so book buyers learn to recognize and anticipate its arrival. This makes the SCBWI look more professional and helps book buyers trust our organization.

### **Is the PAL New Release Flyer the same as the Book Blast and Fall and Spring Reading Lists?**

No. The New Release Flyer is a program created by the Oregon chapter for its members only. Since we have a close relationship with the Western Washington chapter, future flyers will also include Western Washington members' books.

The International SCBWI is in charge of the Book Blast and Fall and Spring Reading Lists. These promotions are open to all SCBWI members around the world.

**My bookseller/librarian/teacher didn't get the flyer? Why not?**

The last two flyers went out only to bookstores. This is because it takes time to find and compile emails for all bookstores, libraries, and schools. The next flyer will go out to bookstores and public libraries. We will then work on getting teacher contacts. If you know of someone who would like to receive the flyer, please send me their email and I will include them in our mailing list.

**I keep forgetting about this resource. Can you remind me?**

A reminder to submit your book is included in each newsletter. There is also a link on the Oregon SCBWI homepage. As the release date for the next flyer approaches we also post reminders on social media.

**When should I submit my book's information?**

As soon as you have ALL the info needed to fill out the online submission form.

**Do I have to submit my book for every flyer?**

No. You only have to submit your book's info once. Each flyer includes any book that has not yet been released as well as books released in the previous six months.

I know this is confusing. Here's an example:

Let's say your book has a release date of November 2017 and you submit your info to me before the next flyer which is in April. Your book will be included in the April 2017 flyer, the October 2017 flyer, and the April 2018 flyer.

Submitting your book as soon as you have ALL the info needed for the form, insures your book is included in the largest number of flyers.

**Do I really have to fill out the form for EACH of my books?**

Yes. This process is already very time consuming for me. As much as I'd like to, I just can't hunt down information on every author's upcoming books.

**Why only PAL books?**

Book buyers are very busy people. They usually only buy books through a select few distributing companies. If your book isn't sold through those companies, it is unlikely that a book buyer will take the time to find where they can buy your book. They just don't have the time. Making sure your book is published by the listed PAL publishers insures your book is distributed by these companies and easily available to book buyers.

It is also a way for book buyers to know that the book has been properly edited, formatted, and packaged for their needs. Although self-publishing has come a long way and many self-published books are well written and edited, there are still too many that are not.

#### **How do I know if my book is a PAL book?**

Go to the International SCBWI website for a complete list of approved publishers. If your publisher is not on the list and you feel it should be, please contact the SCBWI through that same website. <http://www.scbwi.org/list-of-pal-publishers/>

#### **Why are you so picky about photo size?**

Photo size is important for a couple of reasons. One is to keep all cover photos similar in clarity on the final flyer. If a photo is too small, it will be blurry in the final flyer. If the photo is too large the flyer's digital size becomes very large. The larger the file size the longer it takes to open and download. This makes it more likely that book buyers will delete or skip our email instead of bothering to open the flyer.

#### **How do I get an image of my book cover before it's published?**

Contact your publisher. The marketing department is usually happy to help authors with promotional material.

#### **Can I just use the image off Amazon or other retailers' sites?**

Usually these images are too small and will be blurry on the final flyer. It is best to get a high resolution image from your publisher and then resize it using our flyer guidelines.

#### **How do I resize my cover photo?**

On the PAL New Release Flyer webpage <http://oregon.scbwi.org/2015/09/05/pal-flyer/> there is a link to a document on how to resize your images.

#### **Why can't you just resize my photo for me?**

Creating the flyer is already a lengthy process and I just don't have the time. Hopefully, in the future we will have this automated but until then please follow the directions provided.

#### **Why wasn't my book's cover featured on the flyer's cover page?**

This collage is a randomly selected group of covers. If yours wasn't included, it had nothing to do with you or your book. Promise!

#### **Why do I have to fill out a form AND send the photo? Why can't we do both in one place?**

We are working on this. Unfortunately, doing this requires special software and is an expense. We are searching for an affordable way to accomplish this.

#### **I need a print flyer to hand out? How can I get one?**

Follow the link on the Oregon SCBWI homepage for a high resolution flyer you can download and print for yourself.

**How do I know when the new flyer comes out?**

A link to each new flyer is posted on the Oregon SCBWI's homepage. It is also announced via social media, PAL Blast, and in the Oregon newsletter.

**Where can I find a previously released flyer?**

There are links to flyers from April 2016 going forward on the Oregon SCBWI's homepage.

**How can I help?**

Promote the flyer. When you do signings or school and library visits, tell your host about the flyer and encourage them to send me their email address so I can add them to the mailing list.

Be patient with us as we work on making this whole process smoother and easier for everyone.

If you are a social media savant and would be willing to help announce the release of each flyer, please let me know. I'd love help in this area.

If you know computer coding and could help create an auto-fill template that could include images, I'd love help with this.

**Still confused?**

No worries! Just send me an email. I'm happy to answer questions. However, please remember I'm a working author as well so please be patient. I will reply as soon as I'm able. Promise!  
[talia.heath@gmail.com](mailto:talia.heath@gmail.com)