

AUTHOR VISIT PAYOFFS

Examples of Author Visit Programs

Examples compiled for CSLA by:

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Author Visit Payoffs for the *Library, the Students and the School*

An Author visit can:

- Create greater visibility for the library & opportunity for community PR
- Forge a personal connection between kids and book creators
- Cause a surge in library use
- Reinforce specific content connections with educational standards
- Motivate kids to read, write and express themselves
- Motivate kids to revise and rewrite their own works
- Motivate kids to persist in their dreams and not give up when goals are challenging
- Contribute to improvements in reading scores
- Improve school-wide morale
- Forge partnerships with community charities & result in greater community “buy-in” to library issues and concerns.
- Show potential funding partners that your school has a viable, specific program that will directly benefit kids.

Examples of Author Visit Programs

- One author, one school, one day (Example: Simi Valley Friends of the Library DAY-WITH-AN-AUTHOR GRANT PROGRAM)
- One author at a time at several schools (Example: Visalia School District AUTHORS IN SCHOOLS)
- Several authors, one school, one day (Example: Assistance League of Glendale DAY WITH AN AUTHOR)
- Several authors, one location, many days (Example: Santa Barbara AUTHOR-GO-ROUND)
- Several authors, many schools, many days (Examples: Visalia & Tulare County READ FOR LIFE AUTHOR/ILLUSTRATOR FESTIVAL; Kern County YOUNG AUTHORS FAIR)

Go to <http://www.scbwicencal.org> for this handout and many other specific resources related to the Author Visit programs addressed in this session.

Name of program:	DAY-WITH-AN-AUTHOR GRANT PROGRAM
Location:	Simi Valley, California
Year of origin:	2005
Description:	Grants in the amount of \$400 are awarded to any of the 27 schools, elementary through high school, in the Simi Valley Unified School District to go toward an author visit during the school year.
Who administers the program?	Simi Valley Friends of the Library (SVFOL)
Time of year?	September - June
How many authors? How many days?	Up to 27
How authors are found?	SCBWI Speakers Bureau and personal recommendations
Initial contact to schools made by (e.g., district/county administrator, PTA, principals, librarians, charity group, etc.)	SVFOL Committee chairperson distributes fliers to PTA Roundtable members in June. Also gives information to school principals
How many schools reached?	In 2008, 10 schools took advantage of this opportunity with about 5,500 students reached.
Cost?	Schools supply difference in honorarium & expenses between grant and authors' fee.
Funding Sources?	Simi Valley Friends of the Library, Target grants, personal donations, PTA, school site funds
Benefits?	Flexible timing and choice of author. All 21 elementary schools receive a free bag of books (about \$100 value) featuring Family Night author presenters. A free Family Night Celebration at the Library in November promotes interest in ongoing author visits.
Contact for more information	Caroline Hucker bookchick684@sbcglobal.net , and Carolyn Oaks cwoaks@aol.com

Name of program:	AUTHORS IN SCHOOLS
Location:	Visalia Unified School District, California
Year of origin:	2001
Description:	Authors visit one school per day. Authors are selected in spring of previous year and schools select from a list.
Who administers the program?	District librarian (DL) George Pilling
Time of year?	All year – Sept through April
How many authors? How many days?	Up to 8 authors are pre-selected for schools by district librarian. DL contacts authors and arranges tentative dates. Each author spends up to 10 days (2 weeks, one school per day) at schools.
How authors are found?	Knowledge of district librarian, conferences, recommendations
Initial contact to schools made by (e.g., district/county administrator, PTA, principals, librarians, charity group, etc.)	District librarian creates brochure with all the selected authors, dates, and prices, and distributes it to principals in June. Schools select and DL notifies authors of their schedule.
How many schools reached?	18-22 elementary schools per year plus a few at middle school and high school level.
Cost?	Varies by author. I will not pay more than \$2000 per day and author better be good and well-known for that. School pays per diem. District pays for hotel, travel and incidentals.
Funding Sources?	PTA, state/federal projects money, general funds – depends on schools
Benefits?	Increased reading every time and increased check outs. Also overall school culture improvement through whole school participation in the planning and projects around the author visit. Kids cherish books they purchase and have signed.
Contact for more information	George Pilling 559.730.7349 gpilling@vusd.org www.visalia.k12.ca.us/library/authorvisits

Name of program:	READ FOR LIFE AUTHOR/ILLUSTRATOR FESTIVALS
Location:	Visalia/Tulare County, California
Year of origin:	2005
Description:	Several authors come to Visalia for one day to a week. They present at schools during the week and do special presentations to Teen Parenting Groups, Parents, and finally do an all together, two-hour long presentation of readings (or illustrations) for the public.
Who administers the program?	Visalia district librarian, Tulare County Office of Education and Read for Life Board members including George Pilling
Time of year?	Usually in the spring every other year
How many authors? How many days?	4 authors of similar style books are selected. They spend up to a week in Visalia visiting schools and presenting to various interest groups. Program varies by interests and needs of schools.
How authors are found?	Knowledge of librarians, conferences, recommendations
Initial contact to schools made by (e.g.. district/county administrator, PTA, principals, librarians, charity group, etc.)	Librarians approach Read for Life (a local non-profit) and present the idea. Read for Life board members secure funding from local Rotary clubs and their own funds. Librarians arrange and select schools that authors visit. Schools put in some money and much effort to support visit.
How many schools reached?	Up to 20 area schools have participated.
Cost?	Varies. The per diem can be negotiated when authors are presenting for several days in a row.
Funding Sources?	Local non-profits, Rotary clubs, district and school funds (PTA, Title I, etc.) Book sales.
Benefits?	Increased reading every time and increased check outs. Also overall school culture improvement through whole school participation in the planning and projects around the author visit. Kids cherish books they purchase and have signed.
Contact for more information	George Pilling 559.730.7349 gpilling@vusd.org www.readforlife.org ,

Name of program:	AUTHORS AND ILLUSTRATORS DAY
Location:	Glendale, California
Year of origin:	1997
Description:	A group of authors & illustrators visit one school on a specific day, meeting with students in classrooms or small groups at assigned grade levels. Volunteers read authors' books to students in advance, provide a lunch for the authors & staff, run a book sale at the end of the day, and give a check to the school in the amount of \$1,500 toward the purchase of books for the school library.
Who administers the program?	The Assistance League of Glendale
Time of year?	September - June
How many authors? How many days?	4 authors on 5 days in 5 different schools (up to 20 authors in a year). Each author does about 4 sessions per day.
How authors are found?	SCBWI Speakers Bureau and personal recommendation
Initial contact to schools made by (e.g.. district/county administrator, PTA, principals, librarians, charity group, etc.)	The Assistance League of Glendale. The schools are chosen in a rotation so that the 20 elementary schools in the district are reached every 5 years. A school may pass, and the next school on the list fills in.
How many schools reached?	5 per year, 20 different schools in 5 years. Approximately 2,750 students per year.
Cost?	Schools pay nothing. ALG provides all funding (approximately \$5,000 per school): Authors = \$700 ea; Book grant = \$1,500 per school; books for classroom teachers (1 ea);
Funding Sources?	ALG does fundraising throughout the year.
Benefits?	All schools have to do is provide time to have books read in advance to students and to schedule & provide space & equipment for authors at various grade levels.
Contact for more information	Margery Welker, wmargery7@aol.com or Karen Grigg, karengrigg@sbcglobal.net

Name of program:	AUTHOR-GO-ROUND
Location:	Santa Barbara, California
Year of origin:	1970
Description:	Students from around Santa Barbara County attend a morning session to hear authors speak, participate in a Q&A, and do writing & illustrating activities. Schools are assigned a day and the number of student who can attend.
Who administers the program?	Santa Barbara County Education Office (SBCEO)
Time of year?	January
How many authors? How many days?	4 authors and/or illustrators for 5 consecutive days (mornings only)
How authors are found?	SCBWI Speakers Bureau, personal recommendations
Initial contact to schools made by (e.g., district/county administrator, PTA, principals, librarians, charity group, etc.)	SBCEO Director to Principals in Santa Barbara County
How many schools reached?	Opportunity is promoted to 120 schools, grades 4-8. Average of 80 schools sign up for program. Approximately 500 students per year.
Cost?	Authors are paid \$300 per day; Per diem = \$50; Mileage @ \$.55 per mile; Hotel = \$100 per author per day. Add'l expenses include snacks for participants, materials for activities
Funding Sources?	Schools are charged \$5 - \$10 per student and expected to provide buses to & from the SBCEO site. Some schools support this through PTA funds, others from district or school site funds.
Benefits?	A reading incentive program, Author-Go-Round encourages students to read books from each author before the event. Students meet 4 authors in one morning. They see a general presentation and then have personal time in small groups to ask authors questions. Activities complement the visiting authors' books, and students are honored that day for creative responses.
Contact for more information	Rose Koller, rkoller@sbceo.org

Name of program:	YOUNG AUTHORS FAIR – KERN READING ASSOCIATION
Location:	Schools in Kern County, California
Year of origin:	1974
Description:	Schools contract with KRA. KRA supplies authors. Lottery draw of authors for schools. Each author visits one school per day during the week. The week's finale open to the public on Saturday.
Who administers the program?	Kern Reading Association
Time of year?	Usually in May, after state testing
How many authors? How many days?	2009 event had 10 authors. 2010 event has 8 authors which equals 40 schools.
How authors are found?	Authors audition before a KRA board member
Initial contact to schools made by (e.g., district/county administrator, PTA, principals, librarians, charity group, etc.)	Kern Reading Association
How many schools reached?	40-50 during recent years
Cost?	Each school pays a set fee (\$900) for three assemblies. KRA pays the hotel, mileage, honorarium, and a modest per diem to each author
Funding Sources?	The set fees from the schools provide the majority of the funding. Target and Chevron grants have assisted in paying for the finale event in the past.
Benefits?	Schools find that this is a very cost effective way to reward all students. It is also a selling point to talk about why students re-write just an a professional has to re-write manuscripts.
Contact for more information	Kern Reading Association (www.kernreadingassociation.org); Sandra Yoon yoons@bcsd.com ; 661-631-4808