



**Watermark Books will help you by providing:**

All arrangements for the author's visit to your school by communication with publicist and school personnel

Book summaries and/or advanced reader's copies of titles

Author information

Fliers/order forms for copying and distribution to students and staff

#### **Contact Information**

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#### **Children's Events Coordinator**

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# Watermark Books & Cafe.

watermarkbooks.com

## **Goals of Author in Schools Program**

- Encourage children to read and write in a variety of genres
- Provide a memorable experience for students, teachers and author
- Generate book sales for featured author

## **Planning and Preparation for an Author In Your School**

- Identify the grade levels best suited for your author. Have a motivated and involved staff.
- Book sales are important! This is the only source of revenue that the author will receive for this visit as there is no honorarium fee charged to schools (normally authors charge anywhere from \$1,000 to \$5,000 plus expenses).
- Circulate order fliers to students and staff. Have extra copies available in the classrooms and library.
- Identify one person (staff, Book Fair chairperson or volunteer parent) to be in charge of collecting book orders and money by due date.  
**Checks should be made out to school.**
- Provide chair, water and microphone for author, as well as any technology previously requested.
- A desk/table is necessary if there is to be a signing.
- Place a post-it on title page with the name for whom book is to be personalized.

## **Generating Author BUZZ**

- Read portions of chapter books or whole picture book to students.
- Connect author's writing style with classroom writing assignments.
- Study author's biography and prepare interview questions. (Watermark staff can help)
- Integrate author's work in Art / Music class (as appropriate).
- Display books in library and classrooms.
- Librarians give book talks. (Watermark staff can help)
- Post projects inspired by books around school.
- Make announcements of upcoming author visit over school intercom/display on outside marquee and school website.
- Identify students to greet author upon arrival, lead a tour of the school and introduce to assembly.



## Examples of Outstanding Author in Schools Events

### The Testing series - Joelle Charbonneau (8th grade)

The librarian coordinated with the language arts teachers to talk up the book series. The students were read selections from the first book in class and were encouraged to come up with questions for the author. Teachers committed to inform students ahead of time so they could be more actively engaged. The event was held during class as part of an enrichment activity, and Joelle was impressed with the quality of questions asked. She and the students definitely “clicked.”

### Middle Grade Mania -

#### Steve Arntson, Faith Harkey, Greg Trine, Marcia Wells (3-5th grade)

Because there were four authors and four books, each teacher in the grades attending picked a book to read aloud to the students. The students were encouraged to do writing assignments based on the books, including pre-writing questions to ask the authors. The authors were told which classes read their books, and they spent some time talking individually with those classes. Afterward, the students wrote thank-you letters to the authors, which were sent along.

## During the Author Visit

- Welcome the author, and staff members and/or students meet the author at the office.
- Tech staff should be available to assist the author in the set up of microphone, computer and other audio-visual equipment. Make sure to test the equipment prior to the author’s visit.
- Prepare an author introduction for the visit. A staff member or student should be prepared to introduce the author.
- Provide chair and water for the author.
- While the author is speaking, teachers and staff should monitor the students’ behavior. Stay involved in the presentation - the author will LOVE you for it.
- Assist author in calling on students who are prepared to ask questions during the Q & A period. Use a microphone if necessary.
- Facilitate the orderly dismissal of students from the event.
- Escort the author to a designated book signing area—if students are to be present. Monitor the autograph line.
- Make sure students neatly print their names on a post-it and place the post-it on the title page for signing.
- Take photos & share on social media. Take a group photo of the author with those students who purchased a book. Give a copy of the photo to each student.
- Take candid photos for the author to use on social media.

## After the Author Visit

- Send home book order flier for one last shot at book sales.
- Schools are responsible for the return of unsold books within 5 days of the author event. Invoices will be due 10 days after the author event.
- Other Questions? Contact [melissa.fox@watermarkbooks.com](mailto:melissa.fox@watermarkbooks.com)