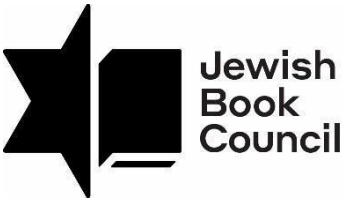

JBC Network

Site Guidelines

2025–2026

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JBC Network—Member Guidelines 2025–2026

This document is a detailed guide for members and potential members of JBC Network, and includes basic information about membership, a yearly calendar, tips for hosting authors, and financial procedures

The authors and books included in the JBC Network program have been submitted to the program by the author or publisher based on eligibility, which includes publication date and the author or book being of Jewish interest. This does not imply endorsement by Jewish Book Council.

JBC Network Membership Benefits

- **Exclusive access to the JBC's list of Jewish authors or authors on Jewish subjects** with books published between June 2024 and December 2025.
- A physical copy of JBC's *Authors on Tour* guide.
- Ability to **invite an unlimited number of authors throughout the year for no honorarium**. (*Select authors require a predetermined honorarium or other conditions.*) Scheduling is subject to the authors' availability. Sites may request authors either for virtual events or physical events. With in-person events, member sites are responsible for each visiting author's travel and expenses. Sites must **host a book sale and push the sale of the visiting author's book** no matter which format the event is held. This is very important.
- The 2025–2026 JBC conference will be held virtually from May 20–May 22, 2025. Virtual conference details will follow in April.
- Exclusive **consultation and support** from the JBC Network staff.
- Access to the **JBC Network community** of JCCs, synagogues, temples, Hillels, Federations, youth groups, and cultural centers hosting author programs.
- Access to a password-protected website with **book program resources** for Lead Staff Director.
- JBC's **annual literary journal, *Paper Brigade,*** and Jewish Book Month Gift
- **Discount on** JBC's Read On: JEWISH AUTHOR SPEAKERS' BUREAU
- Your membership helps support the mission of the Jewish Book Council to educate and enrich the Jewish community through literature.

JBC Network Calendar

Overview: The JBC Network programming year kicks off at our annual conference and runs through June of the following year.

- **January:** Online registration for JBC Network membership and the annual Network Conference opens. The Conference is open to staff and lay leaders affiliated with the member site. *Conference registration fee is not included in membership dues.*
- **March:** Membership dues must be paid in full and delivered to the Jewish Book Council office **no later than March 31.** Late fees apply beginning April 1.
- **April:** Conference registration and payment must be **received by** April 1. All registrations and payments **MUST** be submitted by the Network Site unless the Site has received prior approval from JBC for lay leaders to submit payment independently.
    - It is possible to register and/or submit payment for the Conference through May 1 for an additional late fee.
- **May:** Members receive the complete list of the 2025–2026 authors.
    - Review copies of JBC Network books are mailed out to member sites attending the Conference and to those non-attending members who purchased a set separately. We highly recommend the purchase of a set of books to vet your authors.
    - A site not attending the Conference has access to key author information in the *Authors on Tour* book, delivered by mail, and the JBC Network's members-only website access.
    - The JBC Network Virtual Conference will take place **May 20–22, 2025**. All conference attendees will receive the *Authors on Tour*—a book available only to JBC Network members, which includes book descriptions, author bios, list prices, publication information, program ideas, and the author's travel availability—and have the opportunity to hear from over 250 authors during the *Meet the Author* events at the Conference. (More information below.)
- **June:** Members have a "reading period" after the Conference, during which time they review the JBC Network authors and their books.
    - Member sites submit initial author requests for the entire year to the Jewish Book Council. The request deadline for the 2025–2026 program is 12:00 pm ET on **Friday, June 6, 2025**. Members may request authors any time throughout the year, but certain authors' availability may be more limited after this first round of requests.
    - Approximately three weeks after the request deadline, the Jewish Book Council sends **tentative** schedules to members; members approve and/or make necessary changes.
- **July-August:** The community-approved **tentative** schedules are sent to the authors for approval. Once the booking is confirmed by both author and member site, it is considered final. Jewish Book Council then sends out an official

confirmation letter and schedule to each host community and all participating authors, which must be signed and returned to the Jewish Book Council.

- **August 2025-June 2026:** As soon as bookings are confirmed, coordinators are responsible for contacting authors, using the contact information provided by the Jewish Book Council. The details of this initial contact are outlined below. JBC Network travel agents begin working with coordinators and authors to book travel based on the finalized schedules. Additional requests by member sites are accepted (and encouraged) throughout the year.

JBC Network Conference

The 2025 JBC Network Conference will be held virtually from May 20–22. The virtual three-day gathering includes book program coordinators and lay committee members from around North America.

The JBC Network Conference includes professional development, networking opportunities, and *Meet the Author* sessions. Professional development programs vary from year to year, with sessions on book fair coordination, marketing, and technology. During *Meet the Author* sessions, JBC Network authors present for two minutes each, showcasing both their speaking style and their latest work.

Conference registration is separate from JBC Network dues, but member organizations must have annual dues **paid in full,** prior to registration, to participate. The Conference fee includes conference material, an *Authors on Tour* book, all conference sessions, and one set of JBC Network books per site.

Each JBC Network site attending the Conference receives a set of books by current JBC Network authors, shipped directly to their offices. ***It is recommended that those sites not attending the Conference purchase a set of books separately (subject to availability) to help with vetting author and book selection.***

Requesting Authors

Sites may request authors by indicating a specific author they want or for a specific date; requests can be made for both virtual and in-person events. The JBC Network policy is to avoid rescinding invitations once they are sent to authors, as it reflects poorly on the site and the Jewish Book Council. **For this reason, all committee and supervisory approvals, venues, and community calendars must be in place before making the request.** Initial requests are due at 12:00PM ET on **Friday, June 6, 2025**; no requests are considered before this date.

Expectations for Sites Hosting Authors

All communications with JBC Network staff and participating authors MUST come directly from the *single assigned designated contact* for each site, registered in the JBC Network membership form as the site's lead program coordinator.

A site is required to do the following when hosting an author:

- Events can be requested as either a virtual event or an in-person event. Travel will be at the discretion of both the author and the site.
- The host site **MUST** host a book sale, regardless of whether the event is virtual or in person. Please see FAQ regarding book sales. If the program is in-person, the book sale must have a physical component with a minimum of **twenty copies (20)** available (more, if possible!). If a site fails to host a book sale, the site will be penalized $500, which they will need to pay directly to the author.
    - DO NOT ASK the authors to sell their own books. It is your responsibility to set up sales for your event!
    - DO NOT ASK AUTHORS to bring their books to your event (unless agreed upon from a prior discussion.) It is up to you to figure out the best way to bring in the author's books, either through a local bookstore, publisher, or Amazon.
    - You must have a MINIMUM of 20 books available, but we always encourage bringing in more, depending on the audience. Consider including books with ticket sales.
- Respect that the author has agreed to visit for no honorarium with the understanding that book sales will be actively promoted and that they will gain exposure for their work through your audience.
- Contact the author well **in advance** to discuss the program details and format. Please also see page #13 of this document for additional details on the communication timeline.
    - If the program is in-person, you must contact the author once a request is confirmed to ensure they have all necessary travel details, including flight times, hotel name, host city ground transportation information, and meal options.
    - If the program is virtual, you must contact the author in advance to ensure cell phone numbers are exchanged, that all tech questions are resolved, that they have all necessary links, and the event time zone is confirmed.
- Arrange and pay for all travel and accommodations door-to-door. (See guidelines below.)
- Inquire about any special requirements or restrictions the author might have.
- Provide the author with a **detailed itinerary** prior to their arrival.[1]
- **Publicize** the author event in order to draw an appropriate audience.
- Put the most up-to-date JBC logo on all publicity. This logo can be downloaded

[1] Template letter and itinerary forms can be found in the JBC Network's resource section.

directly from the Resource section of JBC's website.

- Mention JBC in the opening remarks of all author events.

Travel and Accommodations When Hosting In-Person Events

The JBC Network standard travel policy is an **economy** airplane ticket (**direct** flights when possible) unless otherwise specified by the author and agreed upon in advance, up to two nights[2] at a 4 star or above hotel (that offers room service and internet in each room), **one checked bag** (*see "Reimbursement" below*), meals, and all ground transportation. (Case-by-case exceptions may apply.)

Transportation

The host site arranges (with the help of the JBC Network travel agents) and pays for all airfare, train fare, car service, or gas mileage ($0.67/mile unless changed by the IRS).

- **ALL** air travel **MUST** be booked through Travel Leaders, the JBC-approved travel agent. *(Unless prior approval by JBC Director.)* We will **no longer** allow sites to book their own travel as it has become very complicated for the authors to deal with multiple travel contacts throughout the season. **PLEASE** budget accordingly. Travel agent fees are $40 for all tickets booked (if Kris has to recreate the reservation an additional $15 fee will be added.) Travel Leaders will always find the best flights at the best pricing possible.
- **NEVER** assume an author drives or has access to a car! A car service, including Uber or Lyft, must still be provided for an author who is considered "local." Authors should **NOT** be expected to take public transportation, unless by prior approval by the author. Please confirm with the author that they are willing to take Uber or Lyft.
- The host site and author will approve (within 24 hours) the completed itinerary before it is finalized.
- Sites hosting an author on a multi-city tour will share the travel expenses. (For example, if an author goes to ten cities on one trip by plane, the total plane fare will be divided by ten.)

Ground Transportation in Author's Home City

The host site pays for ground transportation in the author's home city to/from the airport or train station. *See "Reimbursement" below.*

Ground Transportation in Host City

The host site arranges and pays for all legs of ground transportation in the host city, from airport to hotel, hotel to site, site to hotel, etc. *See "Reimbursement" below.*

- A community member may drive an author between hotel, event site, and airport as long as a driver is capable of assisting the author with the luggage.

[2] Host site must cover a second night's hotel stay if travel arrangement necessitates extended accommodations.

Meals

The host site pays for all meals while the author is in or traveling to/from the host city. *See "Reimbursement" below.* The host should discuss meals with each author before their arrival.

- Dietary restrictions (*kashrut* and allergies) should be respected and be discussed ahead of time.
- If meals are not arranged, the site must provide an $85-maximum per diem.
- While a site may request the author's presence at a community meal before an event, an author is not required to attend. This **must** be discussed in advance.

Hotel

The host site arranges and pays for up to *two nights* at a four star or above hotel (with room service or an onsite restaurant and internet in the room). It is **NOT** acceptable or permitted to host an author in a community member's home unless the author explicitly requests that arrangement. (Case-by-case exceptions may apply.)

- The host site must provide a credit card to the hotel prior to the author's arrival.
- A representative of the host community should be present during hotel check-in.
- The host site is **not** responsible for: alcohol, mini-bar, or entertainment purchases; laundry services; car rentals when transportation has been offered by the host; or any room service outside of agreed-upon meals or meals exceeding the predetermined standard cost for an individual.
- On occasion, due to travel constraints or weather emergencies, an extra night in the host city may be required. The host site accepts responsibility for expenses incurred in such situations, including an additional night in a hotel and meals.

Reimbursement

Member sites must reimburse authors for out-of-pocket expenses incurred during travel (see above for a list of expenses covered), according to the following guidelines:

- The host site must confirm all arrangements with the author beforehand so the site has a precise idea of the reimbursements required.
- The authors will be informed of reimbursement procedures prior to the event so they can present the proper documentation (e.g., receipts, garage tickets, etc.).
- Reimbursement funds must be paid to the author immediately upon submission of

receipts at the time of the event or within **30** days following.

- The host site should anticipate additional expenses an author will incur after the author leaves the host site (i.e., a meal at the airport) and provide funds in advance at the time of the author's event.
- To avoid reimbursements, the host site will pay expenses in advance of the author's visit when possible; either to the author or to the service provider (e.g., taxi company).
- Sites should have a reimbursement policy in place when authors do not present receipts at the time of the event or within ten days following.

Single-city trips: The host pays for all expenses incurred. Local transportation and baggage expenses can be doubled and reimbursed at that rate at the time of the event, in order to avoid the author having to send receipts after the event.

Multi-city trips: Ground transport/parking in the home city is divided equally among the hosting sites. The JBC Network travel agents also split airfare equally. Luggage fees and ground transportation in the hosting cities are taken care of by the individual host sites. Non-air travel from one site to the next should be discussed among the cities and divided beforehand

"Local" authors: Please be aware that if an author is listed as local to your site, there is *NO* guarantee that a speaking engagement is considered local travel. In some cases, the author may be on tour and your site would be considered part of the "total" tour. In that case, please consider alternative dates.

Cancellations

Unfortunately, situations arise that make it necessary for the author or the site to cancel an event.

****Before ANY cancellation or change of date, sites MUST notify JBC immediately as that cancellation or change can affect other sites! ****

If an author cancels:

- The author must notify the host community, the Jewish Book Council, and the travel agent of any cancellation or rescheduled date immediately.
- The author must try to reschedule the event, at the discretion of the host. 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.
- All airline tickets are purchased in the name of the author and are nonrefundable. They are owned by that individual and cannot be transferred. If the author is unwilling to reschedule or cancels the physical program (**not** due to government-mandated travel restrictions), the author and/or publisher will be responsible for reimbursing the host community for the cost of any unused portion of the ticket within 30 days of the

cancellation. If the author and the site agree on a virtual event instead, then the author is not responsible for the ticket; however, both site and the author have to agree that the virtual event will replace the previously scheduled physical event.

- 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 for reimbursing the Network site up to $300 to defray costs of any nonrefundable expenses associated with the event. Virtual events will also be subject to this same fee, assuming marketing and other nonrefundable expenses have been incurred. The site must present the author with those non-refundable costs associated with the canceled event. The author will reimburse the site directly.

If, for any reason, *the host site* must cancel one of *its own* events:

- If your travel is in conjunction with other sites you may be responsible for your share of the expenses for that tour.
- It is the **site's responsibility to notify all involved**: the author, the Jewish Book Council, and the travel agent.
- The host site may attempt to reschedule with the author, at the author's discretion. If the author is unwilling to reschedule the program (virtually or physically), the author is responsible for the airline ticket.
- If an airline ticket has already been purchased, the host site must pay for it, or for the change fee in the event of a rescheduled ticket.

Jewish Book Council recommends budgeting for unforeseen book program emergencies such as weather, flight cancellations, or tour schedule. Then, if an event must be canceled—or an author is stranded in the host city—due to external circumstances (e.g., weather), the host site will have the means to cover the associated costs. In the case of an extended stay due to weather, the host site is responsible for covering accommodation expenses (extra nights at a hotel, meals, etc.).

Requesting an Author

- **Confirm** the publication date! Many authors do not want to speak pre-publication. If you request an author pre-publication and the author agrees to the event, the site MUST pre-sell the books and have bookplates available for the author to sign at the event.
- **VET** all authors carefully prior to requesting authors. If you have not received the author's book through the Jewish Book Council, we highly recommend purchasing books under consideration and reviewing them prior to making your request.
- Requests should include whether it is for an in-person or virtual event
- Confirm time zone and special arrangements before submitting a request
- Review marketing and book sale guidelines and FAQs (see "Resource" section of the website)
- Check community calendars, and even virtual events to avoid date conflicts.

- If you host Shabbat and/or children's programming, have a plan for book sales in advance of your event. Please include plan on request form.
- Confirm your site's technological capability for virtual events if you are requesting a virtual event.
- If you know that you are interested in recording and publishing an author event, please indicate this in your request. Once your author is confirmed, you must receive written permission from them directly to record and publish the event.
- To avoid conflicts, reserve your rooms in advance for in-person events.
- Confirm all requests with any partner sites before making your joint request. JBC designated lead staff person smust be the contact person for this event even if multiple member Network sites are involved in the partnership.
- Submit all events for which you are requesting the author, including patron dinner, additional virtual events with patrons, or multiple events in your community. Do not assume that it is ok to add this after an author's confirmation without an author's permission.

The **Jewish Book Council LOGO** must be included in all brochures, posters, flyers and ads that include *any* JBC Network author. The logo is available for download on the Jewish Book Council website in both .jpg and .eps formats. Please ensure you are using Jewish Book Council's current logo and not an old one. Mention Jewish Book Council in the opening remarks of all author events.

Fees and Important Dates for 2025–2026

JBC Membership Dues:
(Invoices will be included in the December JBC newsletter. Registration will open January 10, 2025)

- $700 (early registration rate) by February 28, 2025. Dues must be paid in full prior to conference registration.
- $720 if dues received after February 28, 2025
- $850 if dues are paid after June 1, 2025

2025 Conference Registration Fees:

Jewish Book Council Special Bundle Pricing (includes lead staff and 3 attendees)*	$1350 (Before March 14)** save $50/attendee
Lead Staff (includes set of author books):	$600 (Early rate) $620 (After April 1)

All conference registration must include a lead staff person.

Second Staff and Lay Leaders	$300 (Early rate) $335 (After April 1)*

May attend ALL sessions of the JBC Conference.

Book set only fee (not attending conference):	$450 (based on availability)
Late Conference Registration (additional **$100**):	Begins after May 1

Cancellations must be filed by May 1 in order to receive a reimbursement. No refunds will be offered after May 1. All reimbursements incur a $80 fee + all transaction fees.

The first round of author requests are due Friday, June 6 by 12:00 PM ET.

**Though a generous donation scholarships may be available. For information, contact Suzanne Swift at suzanne@jewishbooks.org.

*Full attendance for over four (additional staff and lay leaders; this does not apply to lead staff) will be given a discount of $280/registration ($290 after April 1). If payment has been received prior to reaching this threshold, a refund for the difference can be requested and it will be issued following the JBC Network conference.

**Need names for conference attendees by April 1.

Registration for the JBC Network program acknowledges acceptance by the member organization of all of the conditions herein:

"The Client shall indemnify and hold harmless JBC Network, a program of Jewish Book Council, Inc., from any claim, demand, loss, liability, damage or expense arising in any way from my performance of services, unless due to the JBC Network's willful misconduct or gross negligence. The Client hereby agrees to release Jewish Book Council, Inc., its JBC Network program and its Board of Directors from any claims for injury or damages resulting from events associated with the JBC Network unless due to the JBC Network's willful misconduct or gross negligence."

The authors and books included in the JBC Network program have been submitted to the program by the author or publisher based on eligibility, which includes publication date and the author or book being of Jewish interest. This does not imply endorsement by Jewish Book Council.

JBC Network Staff

The JBC Network staff is available to provide consultation and support for members.

Suzanne Swift—Director, JBC Network—suzanne@jewishbooks.org

Naomi Firestone-Teeter—CEO, Jewish Book Council—naomi@jewishbooks.org

Marc Rothstein—COO, Jewish Book Council—marc@jewishbooks.org

Miri Pomerantz Dauber—JBC Associate Director—miri@jewishbooks.org

Arielle Landau - JBC Program Associate - arielle@jewishbooks.org

Marilyn Hassid—JBC Network Member Consultant—marilyn@jewishbooks.org

Virtual Event Policies

- Make certain you have experienced technical support on-hand to avoid any problems during an event and that you have virtual security in place to avoid any "Zoom Bombing." If you need recommendations for hiring external tech support, please be in touch with JBC.
- Please consider having a local community member moderate and be in conversation with your author. Discuss with your author in advance if you are planning on presenting versus being "in conversation."
- Obtain your presenting author's phone number as soon as possible after requesting the event.
- Sites should include the event date/time (plus time zone!) in every email thread beyond the first confirmation email. Some authors have multiple events in different time zones on the same day.
- JBC now has more international authors on tour than ever before. When booking international authors, please make sure you request an appropriate time for them.
- Make sure the author has the Zoom (or other virtual platforms) link as early as possible so they can have it in their own calendar/records. The author should not be receiving the link for the first time on the day of the event. The earlier the better! Reminders are great.
- Make sure the author knows in advance if they are joining an event where they will see the attendees or not (e.g., Zoom Webinar versus Meeting). Ask an author to join the virtual platform early to test sound, video, and WiFi connection.
- Please make sure your event presentation is as professional as possible. This includes setting up a "welcome" slide (this could include event branding, logos, sponsors, author photos and book covers, and more) as attendees join the program (before you begin) and/or setting up music to play during that time. This will set the right tone with the authors and attendees.
- Plan in advance how you will market and sell the author's book prior, during, and after an event. (See Marketing/Book Sales FAQ Resource Guide in the Resource section of JBC's website.) Since you will not be hosting a physical book sale during the event, it's very important that the sale of the book is a priority.
- Please discuss chat and Q & A with the author to determine how they want to handle this. Make sure you are all comfortable and on the same page about how this will be handled in advance.

Guidelines for Author Communication Timeline

You need to plan to have ***at least*** four different communications with your authors before they arrive in your community, on the following timeline**:

1. As soon as the author is confirmed:

- Welcome the author to your community.
- Tell the author about your community.
- Provide date, time (please include time zone), and location of event, as well as any other details that are available.
- Ask the author for any additional media that is not provided by JBC. For example: YouTube video, awards, social media information, etc.
- **IMPORTANT**: Obtain the phone number that your author will be traveling with.

2. Six to eight weeks before the event**

- Provide the author with all details of the presentation itself: date, time, location; format of the event (e.g., book talk, interview, panel with the moderator (other authors on that panel), salon, Q&A from the audience, etc.); length of presentation; content of presentation; book-signing details.
- Confirm with the author any food issues, allergies, kashrut, etc. Make plans with them to cover meals while they are in your community. Some authors do not like to eat before their presentation, but please put a plan together now.
- Tell author flight will be booked by Travel Leaders
- Tell the author which hotel you'll book, including meal options at/near that hotel
- Tell the author when to expect your next email with a full itinerary, including contact phone numbers to reach someone after hours
- Tell the author about any publicity you've already done/plan to do, and ask the author if he/she has any connections in your city that might be useful for publicity

3. One to two weeks before the event

- Provide detailed itinerary
- Tell the author how many people have registered for the event (only if it's an encouraging number)

4. The week of the event

- Keep an eye on the weather
- Bring gift bag to the hotel that includes some snacks, water bottles, printed itinerary, and some of your print materials

See JBC resources on the website for examples of each of these communications.

****Please note if you booked an author in July for the spring, please send an additional quick note at the beginning of the new year to touch base, share your excitement for the program, and when to look for additional details.**