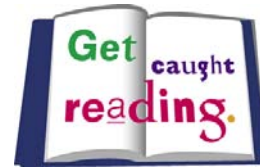




ASSOCIATION OF AMERICAN PUBLISHERS, INC.



Announcing the 2010 El día de los niños/El día de los libros (Children's Day/Book Day) and Latino Books Month Reading Lists!

Hello everyone!

The Association of American Publishers and the Publishing Latino Voices for America Task Force are pleased to announce the El día de los niños/El día de los libros (Children's Day/Book Day) and Latino Books Month reading lists for 2010.

Enclosed, please find a diverse compilation of Adult and Children's/Young Adult titles, many of which are offered in both Spanish and English, to be used and distributed at your discretion, in conjunction with El día de los niños/El día de los libros (Children's Day/Book Day) on April 30 Latino Books Month in May. Within the lists, you will find publishing information for each title, links to publisher websites, as well as brief descriptions and cover art.

We hope you, as individuals dedicated to recognizing and promoting diverse literature and ideas, find this list helpful in your endeavors to serve the Latino community and promote literacy. Please continue to visit the AAP website at www.publishers.org and feel free to contact Katie Ly at kly@publishers.org or (212) 255-0200, extension 262 if you have any questions or comments.

Happy reading!

Tom Allen
President & CEO
Association of American Publishers



Latino Books Month May 2010

What Is Latino Books Month?

AAP's Publishing Latino Voices for America (PLVA) Task Force celebrates **Latino Books Month** in May. Throughout the month of May, booksellers, librarians, and others in the book industry are encouraged to promote reading among Latinos in their communities, and to raise awareness of the rich variety of books authored by Latinos that are available in both English and Spanish.

What Resources Are Available?

The PLVA Task Force has created a Latino Books Month Reading List that includes a sampling of recommended titles for adults and children. In addition, AAP has created guides for how to service Latinos in your communities and how to create a reading group. The popular Get Caught Reading/¡Ajá, leyendo campaign posters of Jorge Ramos, Dora the Explorer, Jenna Bush, and others are also available through the Get Caught Reading website, www.getcaughtreading.org.

To support the festivities that will be held nationwide on April 30 in celebration of **El día de los niños/El día de los libros (Children's Day/Book Day 2010)**, the PLVA, the Association for Library Service to Children (ALSC), a division of the American Library Association (ALA), and REFORMA, the national association to promote library and information services to Latinos and the Spanish-speaking, have partnered to create a recommended reading list of children's books in both English and Spanish for ages infancy-14 years for parents and others who choose books for children. For the complete list, please visit www.getcaughtreading.org.

Why Should Booksellers, Librarians and Others Celebrate Latino Books Month?

Promoting books and literacy among Latinos is good for business and good for communities. According to U.S. Census Bureau estimates, the Hispanic population of the United States is projected to reach 47.8 million or 15.5% of the nation's total population by 2010, making people of Hispanic origin the nation's largest ethnic or race minority. Serving this segment of the market is critical for people in the book industry, as the Latino population is the fastest growing in the United States. Latino Books Month provides a focus and resources for booksellers, librarians, and others who wish to promote books and reading in their communities by hosting reading groups, bilingual readings of favorite books, in-store displays, and other events.

Where Can I Get More Information?

More information can be found on AAP's websites, www.getcaughtreading.org and www.publishers.org.

Reaching out to Latinos in Your Community

There are a variety of creative steps that librarians, teachers, booksellers, and community leaders can take to engage Latinos in reading. Below are some suggestions we've heard from people who are involved in this area. We'd love to hear from you as well so that we can share your ideas with others. Please send your suggestions to Katie Ly at kly@publishers.org. Thank you!

- Plan events that will attract the whole family, such as holiday-themed events, bilingual storytimes for children, bilingual musical programs, face painting, crafts, and dress-up time for children. Take pictures at events and give them to parents.
- Invite agencies that offer services to the Latino community to participate in a community resource fair at your library or bookstore.
- Ask agencies, hospitals, schools and churches to help spread the word about the library's services and events. Ask them to distribute library materials and library card applications, and offer to make library presentations to groups with which they work.
- Learn about the Latinos in your community. The Chamber of Commerce, city hall, and schools can often provide demographic information that will be helpful in planning events and making decisions about book purchases.
- Be sure that library card applications and flyers that announce materials and programs are available in both English and Spanish.
- Provide your staff with lists of recommended books, with short descriptions of each including age level for children's. Make sure the staff is familiar with the content of various Spanish language books so that they can provide useful suggestions to patrons and customers.
- If you have Spanish speakers on your staff, post their schedules inside the library or bookstore so patrons and customers know when they will be available.
- Have Spanish-speaking staff members wear buttons indicating that they speak Spanish.
- Offer basic Spanish language classes to the staff – even if they just learn the basics, it will be helpful.

Everything you've always wanted to know about Reading Groups but did not know whom to ask

Reading groups are a great way to spend time with friends and family who also enjoy reading, meet new people who share your interests, engage in stimulating discussions about a variety of topics, and best of all, read great books. If you are not sure how to get started, read on for more information about how to start or join a group, choose the best books, and run a successful group meeting with other readers.

Getting Started. If you are not sure that a book club is for you, the best way to find out is to attend a meeting of an existing group and see what it's like. Many local bookstores and libraries offer open groups that meet on-site on a regular basis and welcome walk-ins or new members. If these places do not have clubs for Spanish language books, you may want to ask a friend, family member, neighbor, or colleague whether they are in a book club and whether you can observe one session. If you decide that a book club is for you, either join an existing group or form a new one with other book lovers.

Selecting the books. There are many ways to select the books. Some groups have each member of the group bring a wish list and vote on the suggestions, while other groups prefer to take turns choosing what to read, while others have the discussion leader choose. It may be useful to focus your group around a specific type of book, such as fiction or memoir - see below for some suggestions by theme. Titles should be chosen well in advance to allow all the members to read the book and come up with questions for discussion.

Setting up the meeting and starting the discussion. Most groups meet every four to six weeks, and the discussion tends to last two to three hours. The most popular meeting place for most reading groups is a member's house, and often members take turns hosting. But there are plenty of other options as well, including your local bookstore, library, church, or community center. Many groups find it useful to designate a different discussion leader for each meeting. Generally groups designate a certain amount of time for socializing and spend the rest of the time discussing the book. To generate discussion about the book, each member usually brings at least one question to the meeting. It is also useful to ask members to mark up their books as they read- making notes of favorite passages, key scenes, and questions that arise.

Participating in a reading group is fun and easy. You'll be amazed at how enriching this experience can be.

Lo que siempre ha querido saber acerca de los **Grupos de Lectura** pero no sabía a quién preguntarle

Los grupos de lectura presentan una excelente oportunidad para compartir con amigos y familiares que también gozan leyendo, conocer gente que comparte los mismos intereses, de entablar discusiones estimulantes acerca de una variedad de temas y, sobre todo, de leer buenos libros. Si tiene dudas de cómo comenzar, por favor siga leyendo para encontrar información sobre cómo formar un nuevo grupo de lectura o unirse a uno ya existente, cómo elegir los mejores libros y cómo lograr una exitosa discusión.

Para comenzar. ¿No está seguro de que un grupo de lectura sea para Ud.? La mejor manera de averiguarlo es asistiendo a una sesión de un grupo ya formado y ver cómo es. La mayoría de las librerías o bibliotecas tienen grupos que se reúnen regularmente en sus recintos y que reciben miembros nuevos o aceptan visitas. Si estos lugares no tuvieran grupos dedicados a leer libros en español, podría preguntarle a un amigo, familiar, vecino o colega si ellos pertenecen a un grupo de lectura y si sería posible que Ud. asistiera a una de sus reuniones. Si decide que le gusta la idea de pertenecer a un grupo de lectura, podría unirse a un grupo ya establecido o formar uno nuevo con otros amantes de la lectura.

La selección de los libros. Hay varias maneras de hacerlo. Se le puede pedir a cada miembro del grupo que traiga a la primera reunión una lista de preferencias, éstas son sometidas a votación y el título con mayoría de votos gana. Algunos grupos prefieren turnarse en la elección y así cada miembro puede leer su libro de preferencia. También se puede dejar la decisión al líder de la discusión. Podría ser interesante que el grupo se concentrara en una categoría específica de libro, ya sea ficción o autobiografía (a continuación encontrará algunas sugerencias organizadas por temas). Los títulos deben ser identificados con anticipación para darles a los miembros suficiente tiempo de leer el libro y preparar preguntas para la discusión.

Cómo organizar la reunión y la discusión. La mayoría de los grupos se reúnen cada 4 a 6 semanas con una duración de aproximadamente 2 a 3 horas por sesión. El lugar de reunión más común es generalmente la casa de uno de los miembros. Frecuentemente los miembros se turnan para ofrecer sus casas y así no tiene que ser la responsabilidad de una sola persona. Pero existen muchas otras opciones. Una librería del área o la biblioteca municipal puede tener un espacio disponible para este tipo de eventos. Muchos grupos encuentran que designar un líder de discusión ayuda a enfocar la discusión y facilita la transición de una intervención a otra. Generalmente, estas reuniones incluyen un poco de tiempo para socializar antes o después de la discusión para que la discusión misma no se vea interrumpida. Muchos grupos le piden a cada uno de sus miembros que traigan por lo menos una pregunta para ayudar a generar la discusión. Otra manera de suscitar una discusión es pidiéndole a los miembros que, a medida que vayan leyendo, marquen sus libros para tomar notas de trozos favoritos, escenas esenciales y preguntas que puedan surgir.

Participar en un grupo de lectura es divertido y fácil. ¡Le sorprenderá lo enriquecedora que puede ser la experiencia!