Thank you for joining us today.

**Battle Bullying with Books: Celebrate No Name-Calling Week** will begin at 1 p.m. CST.

**Today’s panelists are:**

- **James Howe**
  - children’s and YA author

- **Miriam Gilbert**
  - Director, Rosen Publishing Online

- **Michelle F. Bayuk**
  - Director of Marketing, Albert Whitman & Company

- **Sharon K. Hancock**
  - Executive Director, School & Library Marketing, Candlewick Press

- **Jenny Betz**
  - Education Manager, Gay, Lesbian, and Straight Education Network (GLSEN)

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**Battle Bullying with Books**

**Celebrate No Name-Calling Week**

**Tuesday, January 25**

1–2 p.m. CST
Download a list of all the titles featured in today’s presentation at www.booklistonline.com/bullying

Our Presenters

James Howe  
children’s and YA author

Miriam Gilbert  
Director, Rosen Publishing Online

Michelle F. Bayuk  
Director of Marketing, Albert Whitman & Company

Sharon K. Hancock  
Executive Director, School & Library Marketing, Candlewick Press

Jenny Betz  
Education Manager, Gay, Lesbian, and Straight Education Network (GLSEN)
James Howe
children's and YA author

SIMON & SCHUSTER
Children’s Publishing

celebrates

THE 9TH ANNUAL
No Name-Calling Week

JAN 24-28, 2011
nonamecallingweek.org
We welcome author James Howe

The Misfits

- originally published in 2001 to rave reviews

★“Howe tells the truth about the pain and anger caused by jeers and name-calling in a fast, funny, tender story that will touch readers.”

—Booklist, starred review

“[a] hilarious and poignant novel”

—Publishers Weekly

"A knockout, one of the best of the year."

—San Francisco Chronicle

Sticks and stones may break our bones, but names will break our spirit.
My daughter Zoey’s school experiences motivated me to write *The Misfits*.

*The Misfits* inspired GLSEN to found & celebrate the first-ever No Name-Calling Week in 2004.
The No Name-Calling Week Coalition, created by GLSEN and Simon & Schuster Children's Publishing, consists of more than 40 national partner organizations. No Name-Calling Week is now held annually in schools nationwide.

The Story Continues . . .

Free ARC! The first 50 people to e-mail education.library@simonandschuster.com with the subject line “ADDIE” will receive a free ARC.
No Name-Calling: an important lesson for all ages

The Misfits . . . Celebrating 10 Years
Don’t miss these other anti-bullying titles for children, teens, and adults from Simon & Schuster.

For additional titles & resources, visit the Simon & Schuster Anti-Bullying Site:

http://pages.simonandschuster.com/nonamecalling/
January 25, 2011

Booklist’s Battle Bullying with Books: Celebrate No Name-Calling Week

Miriam Gilbert
Director
Rosen Publishing Online

ROSEN PUBLISHING
Teen Health & Wellness
real life • real answers

Battle Bullying
Solutions from Rosen Publishing

Presentation by Miriam Gilbert
January 25, 2011
Cyberbullying is Serious

"Cyberbullying is when someone repeatedly harasses, mistreats, or makes fun of another person online or while using cell phones or other electronic devices."

As many as 43% of kids will experience bullying on the Internet or over mobile devices.
30 percent of teens in the United States (or over 5.7 million) are estimated to be involved in school bullying as either a bully, a target of teen bullying, or both.

Knowledge is Power! Let’s Stop Bullying Now!

- **Recognize** and identify behaviors
- **Prevent** bullying
- **Respond** to bullying with print and online resources
**Bullying: Myths vs. Facts**

**Myth:** Bullying is just a matter of “kids being kids” and isn’t serious.

**Fact:** Bullying is extremely serious. Bullying can affect the mental well being, academic work, and physical health of children who are targeted.

**Myth:** Bullied kids need to learn how to deal with bullying on their own.

**Fact:** Many children do not have the confidence or skills to stop bullying when it happens. Adults have critical roles to play in helping to stop bullying, as do other children who witness or observe bullying.

**Myth:** Children and youth who are bullied will almost always tell an adult.

**Fact:** Adults are often unaware of bullying. Most studies find that only 25% - 50% of bullied children talk to an adult about the bullying.

From: stopbullyingnow.com

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**Prevention and Intervention Resources**

- Teach students to recognize emotions in themselves and others
- Identify bullying
Booklist’s Battle Bullying with Books:
Celebrate No Name-Calling Week

January 25, 2011

Prevention and Intervention Resources

- How to deal with bullies, discrimination, fighting, insults, jealousy
- Tools for creating healthy, safe, caring learning environments

“This resource will save teens lives.”
—Laura Cleveland, Youth Services Librarian, Fayetteville Public Library
Are your students dealing with:

- Bullying
- Date rape
- Depression
- Discrimination
- Drinking
- Drugs
- Eating disorders
- Gay bashing
- Suicide
Personal Stories

The Personal Stories throughout Teen Health & Wellness teach empathy and are a powerful way for your students to connect with others who have dealt with and overcome significant challenges.

Teen Health & Wellness
real life • real answers

Bullying and Cyberbullying

Jorge Story

Last fall I was bullied by a bunch of students who bullied me because I’m gay. I was always alone, I couldn’t do anything. I had no way to protect myself. I was so scared and I was alone. I was so afraid of my own life. I couldn’t do anything. I was so scared of being alone. I was so afraid of being... I can’t even talk about it.

Sometimes people would call me names. Sometimes people would call me names and I had to laugh to keep myself from crying. Sometimes people would call me names and I had to laugh to keep myself from crying. Sometimes people would call me names and I had to laugh to keep myself from crying. Sometimes people would call me names and I had to laugh to keep myself from crying.

The last day of school, I was walking home. I was walking home and I was talking to myself. I was walking home and I was talking to myself. I was walking home and I was talking to myself. I was walking home and I was talking to myself.

I’m not sure if I was heard. I’m not sure if I was heard. I’m not sure if I was heard. I’m not sure if I was heard. I’m not sure if I was heard.

You can’t do anything. You can’t do anything. You can’t do anything. You can’t do anything. You can’t do anything.

Teen Health & Wellness Teen Health & Wellness Teen Health & Wellness Teen Health & Wellness Teen Health & Wellness

Customized Hotlines
Customized hotlines with your local resources

Free resources on health, sex, and information lines, organized by specialty. These national organizations can help you to deal and local services in your community.

Phone service is not available in all locations. Please call for current availability and service for your area.

Add and Drugs

ASS and HIV

Resources Recommended by Your Library

Resources Recommended by Teen Health & Wellness

Teen Health & Wellness Teen Health & Wellness Teen Health & Wellness Teen Health & Wellness Teen Health & Wellness

15
Dr. Jan’s Corner

Dr. Jan's Corner provides answers to real questions from middle and high school students, like:

- Why do some people act nice only when they want something and then mean when they don't?
- What do you do when someone wants to fight you?
- How do I get a bully to stop when he is living with me?
- Have you ever been that one kid in your grade who is always different, who never seems to fit in with the grade or the school?
- Have you just been so different that you want to be yourself but are so driven down by what people think of you?

About Dr. Jan

Jan Hittelman, Ph.D., is a licensed psychologist with over twenty years of experience working with adults, children, adolescents, and families in a variety of settings. In addition to clinical practices in California, Colorado, and New York, he has specialized in program development in partnership with school systems, psychiatric hospitals, correctional facilities and the courts, outpatient settings, residential treatment facilities, and private non-profit organizations. He is the founder of Compass House, a non-profit counseling collaborative for teens and their families. Dr. Hittelman is also the author of a monthly newspaper column entitled "Surviving the Teenage Years."

Who can use Teen Health & Wellness?

- Students
- Teachers—health, science, language arts
- School administrators
- Guidance Counselors
- School Nurses
- Intervention specialist
- School safety officer
- Parents
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January 25, 2011

Personal Story Project—It's YourCause Video Challenge

Exciting ways for students to interact with the database
Invites students to contribute
Stories and videos about overcoming challenges or passionate causes
Published into the database

Teen Health & Wellness
real life • real answers

Start the battle against bullying NOW!

FREE seven day trial of Teen Health & Wellness through February 4.

teenhealthandwellness.com

Username: stopbullying
Password: stopbullying

Teen Health & Wellness can serve as life "assurance" for your school and community. As always, let us know how we can support you in our shared mission to make a difference in teen lives.
Battle Bullying with Books from Rosen Publishing

Special Offers

As we join forces to put an end to bullying, we’d like to offer you 50% off our bullying prevention and intervention collection eBooks when you purchase the library bound book. Email karie@rosenpub.com to get your order form.

PLUS don’t forget to take advantage of the FREE week of access to our award-winning online resource, Teen Health & Wellness.

teenhealthandwellness.com

user: stopbullying
pass: stopbullying

THANK YOU.

Miriam Gilbert
miriamg@rosenpub.com

ROSEN PUBLISHING.COM

TEENHEALTHANDWELLNESS.COM
Michelle F. Bayuk
Director of Marketing
Albert Whitman & Company

ALBERT WHITMAN & COMPANY
Publishing children's books since 1919

Bullying
Michelle F. Bayuk
Director of Marketing
www.albertwhitman.com
For Younger Audiences

**BULLYING**

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**New Spring 2011!**

**You’re Mean, Lily Jean!**
Frieda Wishinsky
Illustrated by
Kady MacDonald Denton
HC 978-0-8075-9476-6

Ages 4-8/Grades PreK-3

“This book has universal appeal.” —Booklist
New Spring 2011!

The Three Bully Goats
Leslie Kimmelman
Illustrated by Will Terry
HC 978-0-8075-7900-8

Ages 4-8/Grades PreK-3

Hats!
Kevin Luthardt
HC 978-0-8075-3171-6

Ages 5-8/Grades K-3
Nobody Knew What to Do: A Story about Bullying
Becky Ray McCain
Illustrated by Todd Leonardo
HC 978-0-8075-5711-2
Ages 6-9/Grades 1-4
A Best Children’s Book of the Year 2002, Bank Street College

The Bully Blockers Club
Teresa Bateman
Illustrated by Jackie Urbanovic
PB 978-0-8075-0919-7
Ages 6-9/Grades 1-4
A Best Children’s Book of the Year 2004, Bank Street College
A Notable Social Studies Trade Book for Young People 2005, NCSS-CBC
Lucy and the Bully
Claire Alexander
HC 978-0-8075-4786-1

Ages 3-6/Grades PreK-1

Booklist Starred Review

For Older Audiences
New Fall 2010!

Bullying and Me: Schoolyard Stories
Ouisie Shapiro
Photographs by Steven Vote
HC 978-0-8075-0921-0

Ages 8-12/Grades 3-8

Stay Away from Rat Boy!
Laurie Lears
Illustrated by Red Hansen
HC 978-0-8075-6789-0

Ages 7-9/Grades 2-4
Colder Than Ice
David Patneaude
HC 978-0-8075-8135-3
PB 978-0-8075-8136-0
Ages 9-12/Grades 4-7

Trading Places with Tank Talbot
Dori Hillestad Butler
HC 978-0-8075-1708-6
Ages 8-11/Grades 3-6
The Truth about Truman School
Dori Hillestad Butler
HC 978-0-8075-8095-0
PB 978-0-8075-8096-7
Ages 9-13/Grades 4-8

The Terrible Secrets of the Tell-All Club
Catherine Stier
HC 978-0-8075-7798-1
Ages 9-13/Grades 4-8
Coming Fall 2011!
First time in paperback!
New Cover!
PB 978-0-8075-7799-8
Thank You!

Michelle F. Bayuk
Director of Marketing
mbayuk@albertwhitman.com

www.albertwhitman.com

Sharon K. Hancock
Executive Director
School & Library Marketing
Candlewick Press
Ajani and his friends have earned a brand-new soccer ball. But when a crew of bullies tries to steal their ball, will Ajani be able to beat them at their own game?

"Uplifting and inspiring, this beautifully written and illustrated book reminds us of the joys and saving grace of friendship and sport."

– Archbishop Desmond Tutu

Picture Book
Ages 6-10
HC: 978-0-7636-4571-7
$16.99 ($20.00 CAN)

Benny and Penny hide every toy and tell Cousin Bo he can’t play with them. Will the three mice find a way to play without something getting torn, ripped, or snatched away?

"Another true-to-life situation as the young cousins work out their relationship in a manner authentic to the way children resolve their issues."

– Booklist

Early Reader Graphic Novel
Ages 6 and up
HC: 978-1-9351-7907-8
$12.95 ($15.00 CAN)
The first 50 people to email candlewickgalleys@gmail.com with the subject “Benny and Penny” will receive a free copy of BENNY AND PENNY IN THE TOY BREAKER.

TOON INTO FUN AT WWW.TOON-BOOKS.COM

Blue Baker is writing a story – a real story, about blood and guts and adventures, because that’s what life’s really like. At least, for Blue – since his dad died and the town bully started knocking him around.

“Avoiding sentiment, this illuminating book captures the staggering power of raw emotions on young minds, and demonstrates the ways expression can help transform and temper them.” – Booklist

Illustrated Middle-Grade Fiction
Ages 11 and up
HC: 978-0-7636-3932-7
$17.99 ($20.00 CAN)
This is the last time Mary Harold will have a panic attack at school when kids call her “the grossest girl.” If Mom won’t move back to Alabama, she’ll just have to drive the 691 miles there herself.

“Strong, deftly drawn, eccentric characters combined with the idyllic rural setting add depth to the familiar story of a teen’s gradual path to self acceptance.”

– Booklist

Middle-Grade Novel
Ages 11 and up
HC: 978-0-7636-3009-6
$16.99 ($18.50 CAN)

The first 50 people to email candlewickgalleys@gmail.com with the subject “A Certain Strain” will receive a free copy of A CERTAIN STRAIN OF PECULIAR

*The first-person narrative brings an immediacy to the teen’s humanity and hurt in this oddly familiar tale of an outcast finding her place.*

– School Library Journal

Discussion guide and excerpt available at www.candlewick.com
In a stunning debut, John Cusick takes aim at Internet culture and our craving for meaningful connection in an uber-connected world.

"[C]harming and witty, peppered with satirical jabs at the irony of being lonely and isolated in an increasingly connected world." — The Horn Book

Young-adult Novel
Ages 14 and up
HC: 978-0-7636-4930-2
E-book: 978-0-7636-5195-4
Also available on audio
$16.99 ($20.00 CAN)

An unflinching story of a troubled friendship – and one girl’s struggle to come to terms with secrets and shame and find her own power to heal.

"[Knowles'] characterizations are sharp and nuanced, and she handles Leah, Laine, and the complex dynamic between them with respect and insight." — School Library Journal

Young-adult Novel
Ages 14 and up
HC: 978-0-7636-3279-3
$16.99 ($19.00 CAN)
PB: 978-0-7636-4485-7
$7.99 ($9.00 CAN)
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“Dark, heavy, and impossible to put down.”
—Lauren Merrill, Westford High School

lessons from a dead girl
by Jo Knowles

“The inspiration came from an article I read about kids abusing kids. I knew it was a taboo subject, but I’ve been shocked to discover how common this type of abuse is. Since the book came out, I’ve had many letters from friends and strangers wanting to say how grateful they are to find out they aren’t alone. Often, they start by telling me a name. That’s all, just a name of a childhood friend who was their ‘Leah.’ It’s heartbreaking. Most tell me it’s the first time they’ve ever dared to talk about what happened to them, or even admit it to themselves. I didn’t realize it when I wrote the book, but I’m glad that a door for discussion has been opened.”
— Jo Knowles

WINNER OF A MICHAEL L. PRINTZ HONOR!

An overweight teen is sure she’s the weakest link in her high-powered family — until her handsome, athletic, star-student brother has a shocking fall from grace.

Young-adult Novel
Ages 14 and up
HC: 978-0-7636-1958-9
$15.99 ($22.99 CAN)
PB: 978-0-7636-2091-2
E-book: 978-0-7636-5432-0
$8.99 ($10.00 CAN)

Excerpt available at www.candlewick.com
Booklist’s Battle Bullying with Books: Celebrate No Name-Calling Week

“I kept thinking about a curvy fifteen-year-old girl who is having a tough time with her self-image. Her family criticizes her, and she receives the occasional snipe at school. I wanted to show her coming into herself, reevaluating how people treat her, learning to stand up to them, learning to stand up for herself and, in the end, being proud to inhabit her own body.”

– Carolyn Mackler

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Sharon K. Hancock
Executive Director, School and Library Marketing
sharon.hancock@candlewick.com

Anne Irza-Leggat
Educational Marketing Supervisor
anne.irza-leggat@candlewick.com

Jenny Choy
Assistant Manager, School and Library Marketing
jenny.choy@candlewick.com

Jenny Betz
Education Manager
Gay, Lesbian, and Straight Education Network

Booklist’s Battle Bullying with Books:
Celebrate No Name-Calling Week

January 25, 2011
Battling Bullying with No Name-Calling Week

Jenny Betz
Education Manager
GLSEN
jbetz@glsen.org

No Name-Calling Week

Inspired by:

Created by:

FOR MORE INFORMATION, RESOURCES, AND LESSON PLANS: nonamecallingweek.org
No Name-Calling Week

“Highlights the problems and offers solutions”

Over 50 NNCW Participating Organizations
Including:

---

No Name-Calling Week
January 24-28, 2011

For more information, resources and lesson plans:
nonamecallingweek.org

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www.nonamecallingweek.org

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High School Lesson Plan
This lesson is designed to help draw high school students’ attention to anti-hate, gay, bisexual and transgender (anti-LGBT) bullying, name-calling and harassment.

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Art Lessons
Three art lessons have been developed to help bring students through a creative process to create art pieces expressing their feelings about name-calling.

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No Name-Calling Week Pledge
Students can help to end name-calling in their schools by taking the No Name-Calling Week pledge and encouraging other students to do the same.

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January 25, 2011

Booklist's Battle Bullying with Books: Celebrate No Name-Calling Week

NNCW Creative Expression Contest

No Name Calling
It Hurts
Name calling. It's wrong and hurtful. It's a shame, but who's to blame? Come on school bullies it's not a game. Why do we name call? Is it to gain fame? People get hurt and they feel like dirt. They get put down and have a frown. So why name call all around? Let's just get along when we're on the playground.

Deadline: February 28, 2011

New NNCW Partner 2011

In-Store Events:
• Jan. 15 -- National story time event
• Jan. 15-23 -- Barnes & Noble Educator Appreciation Week and in-store panel presentations

Barnes & Noble.com:
• Resources for educators, parents, and students
• Exclusive video content from bestselling authors

Available on NOOK:
• Exclusive No Name-Calling Week articles by James Howe and Jodi Picoult

For details, visit www.bn.com/noname
Celebrate NNCW in Your Library!

Highlight books addressing name-calling and bullying

Use NNCW lesson plans with your students

Display NNCW Posters

Encourage your students to enter the NNCW Creative Expression Contest and exhibit their work

Share NNCW resources with educators at your school

Visit glsen.org for more resources

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CHANGE BEHAVIORS.
CHANGE DIRECTIONS.
CHANGE LIVES.
CHANGE POLICIES.
CHANGE VOICES.
BE AN ALLY.
BE THE CHANGE.

The 2009 National School Climate Survey

The 2009 National School Climate Survey

www.glsen.org

Safe Space Kit

Day of Silence
Booklist’s Battle Bullying with Books:
Celebrate No Name-Calling Week

January 25, 2011

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NO NAME-CALLING WEEK
January 24-28, 2011
For more information, resources
and lesson plans, visit:
www.nonamecallingweek.org

Booklist Webinars
Booklist’s Battle Bullying with Books: Celebrate No Name-Calling Week

Our Presenters

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Executive Director, School & Library Marketing, Candlewick Press

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Education Manager, Gay, Lesbian, and Straight Education Network (GLSEN)

Booklist webinars

This webinar will be archived at
www.booklistonline.com/webinars

Links to be e-mailed to attendees:

- “What Can You Do to End Name-Calling and Bullying?” by James Howe
- Reading Group Guide to *The Misfits* and *Totally Joe*
- A Special Offer from Rosen Publishing
- No Name-Calling Week Poster and Tips from GLSEN
- “Words that Heal: Using Children’s Literature to Address Bullying” (from the Anti-Defamation League)
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For more on our upcoming webinars, visit www.booklistonline.com/webinars

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Celebrate No Name-Calling Week

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