

DECEMBER 2001 No 23
in print



WELSH BOOKS COUNCIL

INTRODUCTION

Once again the run-up to Christmas has been a busy period for the publishers. By now, the Books Council's books supplements have been distributed and we hope that they will lead to extra sales in the bookshops. Initial work on the new year's campaigns is also in hand, especially the World Book Day activities and the unique Nofel T project.

Elwyn Jones, Marketing Officer

ANNUAL GENERAL MEETING

The Books Council's Annual General Meeting, held at Aberaeron, Ceredigion, on 30 November, was an historic occasion this year, as the Council celebrated 40 years of supporting the booktrade. A birthday cake was cut to note the occasion.

During the meeting, Gwerfyl Pierce Jones had an opportunity to explain how the Council's funding arrangements have recently been

changed. From now on, the Council's core funding will come from one source, namely the National Assembly, thereby simplifying the old arrangement of receiving its funding from the Assembly and all the individual local authorities.

'Whilst continuing our close association with the local authorities, the new arrangement will give us increased financial security,' said Gwerfyl Pierce Jones.



Cutting the birthday cake to celebrate 40 years of the Welsh Books Council (left to right) Gwerfyl Pierce Jones, Alun Creunant Davies, Marie Evans, Dr Lionel Madden

WORLD BOOK DAY

The Book Day steering committee has already met to discuss the arrangements for next year's celebrations. An information pack has been distributed to schools and libraries to gain support for the Day, which will be held on Thursday, 14 March 2002.

The organisers have also contacted a number of charities for their support, and the Women's Institute and Merched y Wawr are keen to take part.

Following the successful partnership with

the BBC this year, a meeting was held with them recently to prepare for a similar celebration in 2002.

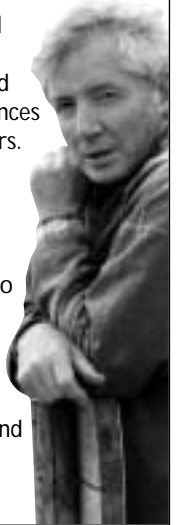
Naturally, we are eager to gain the support of booksellers and publishers. The publishers have been approached regarding possible book launches or other interesting events. We also hope that a number of bookshops will extend their opening hours on the Day, in order to take advantage of all the publicity.

CHILDREN'S BOOKS CONFERENCE

The Children's Books Conference was held at Aberystwyth this year, and everyone agreed that it was a great success. One of the highlights of the weekend was the presenting of the Tir Na n-Og Award for the best English-language book with a Welsh background to the renowned author Kevin Crossley-Holland. We had an opportunity to hear him discuss his work, and also learned of his association with Wales and his enthusiasm for retelling the best of our folk tales and traditional stories to young people.

Everyone also enjoyed Pete Johnson's contribution, as he talked vividly about his experiences meeting his young readers. We also heard of his valuable contribution in attracting more boys to read books.

As well as being able to question authors about their work, the delegates also had the opportunity to meet authors over breakfast and to hear some bedtime stories.



RIGHTSCOM INFORMATION TECHNOLOGY REPORT ON MARKETING AND DISTRIBUTION, AND ELECTRONIC PUBLISHING

Rightscom's report will be on the Books Council's Website before Christmas. Representatives from the company will be at Aberystwyth on Monday 21 January to discuss their findings, and a warm welcome is extended to those interested in attending the meeting. For further information please contact Pedr ap Llwyd (pedr.apllwyd@wbc.org.uk).

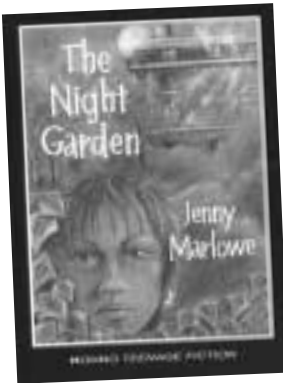
A STRATEGY FOR THE DISTRIBUTION CENTRE

Peter Kilborn, an experienced publishing consultant, has been commissioned to prepare a 5-year strategy for the Distribution Centre.

His report can be seen on the Books Council's website (click The Council on the home page and then Internal Publications). Comments are invited from the trade by 15 January. If you would like to receive a hard copy of the report please contact Marie Evans (marie.evans@wbc.org.uk).

NOFEL T

This unique project is being jointly organised by S4C, the children's television programme Uned 5, and the Books Council. A group of friends have been given an opportunity to work with celebrated Welsh-language author Bethan Gwanas to write a pioneering novel for teenagers. Following submissions by a large number of schools, a group from Ysgol Dyffryn Teifi, Llandysul, Ceredigion, were selected and they are now in the process of developing their ideas with Bethan. The completed chapters will be e-mailed to the school for the group's approval, and it is hoped that all the surrounding publicity will secure substantial sales for the novel, to be published in the spring.



AWARD FOR THE NIGHT GARDEN

The Night Garden by Jenny Marlowe, a novel for teenagers published by Honno Welsh Women's Press, won the Highly Commended Award in the NASAN Special Educational Needs Children's Book Award in London on 1st November. The awards were presented by Michael Rosen, and Jenny Marlowe was delighted when her book came equal 2nd, although she would have loved to win, of course! **The Night Garden** focuses on a troubled girl, PJ, who is trying to cope with epilepsy and changing family circumstances as well as new and challenging friendships.

BOOKS ABOUT POLITICS

Elwyn Williams, the Outreach Scheme officer, has prepared a new leaflet giving information on books about politics and current affairs. It was decided to print the leaflet following requests from publishers who wished to promote the extensive range of titles available. The leaflet has recently been distributed.



CONTACT

The next issue of *In Print* will appear in February. Could you please send any information for the next issue by the middle of January to:

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This issue of *In Print* can be seen on
www.wbc.org.uk

CHRISTMAS SUPPLEMENTS

The Books Council have produced two supplements this Christmas. The supplement of English-language titles, *Books from Wales*, has been distributed with the



Western Mail. It was possible for us to produce 60,000 copies this year (10,000 more than last year).

The Welsh-language supplement *Gwledd y Nadolig* has been distributed through the network of community newspapers, the *papurau bro*, with copies also being distributed to bookshops and libraries. Please contact us at the Books Council's Marketing Department if you require extra copies.

'Both supplements are an excellent introduction to the books available this Christmas,' said Phil Davies, Head of the Marketing Department. 'We are sure that



they will contribute to the promotion of the books, hopefully leading to substantial sales this year.'



INFORMATION OFFICER

Nia Mai Jenkins has started working at the Books Council as the new Information Officer. From now on she will be responsible for collecting all the information from publishers about forthcoming titles and placing it on the gwales.com site.

Nia graduated from University of Wales Aberystwyth with a degree in Welsh, and has been working for the translation company, Prysgr, in Cardiff.

We also send our best wishes to Dwynwen Williams, who left the Books Council to work with Gwynedd County Council in Caernarfon.

OVERSEAS CONTACTS

Representatives from the Books Council have recently been on overseas visits to promote books from Wales. As well as attending the North American Cymanfa Ganu at San Jose, they were also at the Frankfurt Book Fair. This is one of the biggest book fairs in the world, and this year it attracted some 250,000 visitors.

LONDON BOOK FAIR

The Marketing Department has sent out details regarding the London Book Fair to publishers, and Phil Davies would appreciate it if those interested in attending the Fair on the Books Council stand could contact him as soon as possible.

WEB REVIEWS

There are now over 300 reviews on the www.gwales.com site, and we are pleased that the readers appreciate this new service. We are aiming at having 500 reviews on the site before the end of the financial year.

It is now also possible for individual readers to add their own comments at the end of the reviews by visiting the relevant title on www.gwales.com. We hope that these latest developments will be of value to us all in promoting the range of books available.



READING GROUPS

A pilot scheme to develop reading groups in Wales is being organised in three areas over the winter, in Conwy, Ceredigion and Neath/Port Talbot. The local contacts are busy setting up the groups, so that we can monitor their progress with the aim of extending the scheme in the future.