

Scouting out amazing authors for annual ABC Festival at JCC

By **SABRINA SPECTOR**
ABC Festival director

Scouting out authors for the upcoming Blank Rome Festival of Arts, Books & Culture is always an exciting experience. The Jewish Book Council (JBC) provides the Jewish literary world of authors a unique opportunity to present their published work to over 100 JCCs and organizations each year. On the tails of the National BookExpo, book festival coordinators gather for an intense three-day marathon of author speed dating. This year over 180 authors presented their books with the hopes of being invited to Jewish communities across the country.

Now going on its 12th year, the JBC started as a forum to unite Jewish authors and to provide a vehicle for Jewish book festivals to find writers. In the past few years, the JBC line-up of authors has exploded as the publishing houses have recognized the impact of Jewish book buyers. Additionally, as marketing dollars for new authors have decreased, publishers and authors favor the partnerships with book festivals.

The JBC brings together a consortium of writers from Pulitzer Prize winners, actors, cookbook gurus, and self-published authors as well as many others. People as famous as Ambassador Dennis Ross, Martin Fletcher, Evan Handler, and Walter Isaacson recognize the benefits of being part of such a group. Up and coming talent such as AJ Jacobs, Dara Horn, Noah Alper, and Peter Manseau, who will be appear-

ing in Cherry Hill, receive acknowledgment for their talents and an opportunity to market their books even if they don't have the name recognition yet. By gathering these authors, Jewish communities are able to discover the hidden gems that the publishing world is often not able to promote.

Each year, a delegate of Cherry Hill residents attends the JBC conference to discover this year's hottest authors. Presenters are given two minutes to discuss their books with an audience judging presentation and content while considering if the writer is an appropriate fit for their community. The most polished presenters consider these two minutes the most difficult and stressful in promoting their books.

Dr. Andrew E. Mulberg, author and 2009 chair of the Blank Rome Festival of Arts, Books, & Culture, found the experience to be "a challenging opportunity to sum up one's hard work in such a brief summary, yet exhilarating to have a chance to spread your message or tale to a wider readership."

First time attendee and member of the ABC Executive Committee Barbara Pick said that it was great because you really got to see how authors presented and hear some amazing stories. "It's fast-paced and exciting, but in a two minute presentation you can determine how an author will be received in your community."

After the presentations, authors and attendees have a chance to talk more at a dinner. Here again is an opportunity for potential festival speakers

to win over communities.

This is only the first step of an incredibly efficient and professional system created by the JBC to send Jewish authors across the country. It's a guarantee that the 20th Blank Rome Festival of Arts, Books, & Culture will have some of these amazing authors in the line-up. ▲

Hezbollah

(From page 18)

"We were and remain focused on how their programming can be seen with regard to the Racial Discrimination Act," he said. "If the programs to be screened to al-Manar's subscribers have similar con-

tent to those previously shown, then there may well be cause for concern and justifiable action under the act."

Goot was referring to material aired on Al-Manar that lauded suicide bombers, called for Israel's annihilation and resurrected the medieval blood libel. (JTA)



DAREN SAUTTER
Broker Sales Associate

Cell Phone:

(609) 313-1596

Office Phone:

(856) 424-4200

email:

Daren@comcast.net



Prudential
Fox & Roach
REALTORS*

CHERRY HILL OFFICE

2101 Route 70 E

Cherry Hill, NJ 08003-1241

Cherry Hill East...Surrey Place



Great value. Cherry Hill East! 4 bedroom, 2.5 bath home comes complete with large eat in kitchen with tile counter tops, double sink, island, tile floor and pantry. Rest of home includes newer front door, tiled baths, alarm, central vacuum, laundry

shute to laundry room, stall shower in Master Bath, recessed lighting, stone fireplace, wet bar, deck fenced yard, and newer a/c. Don't wait. Very motivated seller. Bring all offers. Call Daren for more information! \$300,000

Cherry Hill...Uxbridge



This 3 bedroom unit has 2 bedrooms on the main floor and 1 bedroom in the loft area with a spiral staircase. Remodeled eat-in kitchen and baths, cathedral ceilings, ceiling fans, brick fireplace, Wet bar in the loft, deck, master bedroom has walk-in closet and

Jaquzzi tub. Don't miss this one. Call Daren for more information! \$165,000.



Sandy Levenson

The #1 Agent of the Cherry Hill East Office since 1993

• NJAR Circle of Excellence Sales Award
1995-2005, 2008-Gold; 2004, 2006, & 2007-Platinum

2101 E. Route 70 • Cherry Hill

856-424-4200 • 856-874-4530



Prudential
Fox & Roach
REALTORS*

CHERRY HILL • VOKEN TRACT



Unique Contemp. on 1.86 acres. 4BD, 3.5BA. Open flr plan with vaulted ceilings & skylights. 2 story LR with stone

FP & full wall of windows overlooking private grounds, family room with spiral stairs to loft. 1st flr BR with handicapped BA. Hardwd flrs thru-out. Kitchen with breakfast bar. Has lots of possibilities or build you own dream home on this lot. \$975,000. Call Sandy...874-4530.

CHERRY HILL • VERSAILLES



Beautifully maintained 3BD, 2.5BA end unit townhouse backing to trees. Newer carpeting & new C/A. Spacious kitchen with beautiful

hardwood flrs, including all appliances. 2 story family rm w/palladium windows & FP. Master BR w/an abundance of closets & master BA w/soaking tub & shower. 1 car garage & deck overlooking beautiful backyard. \$294,900. Call Sandy...874-4530

CHERRY HILL • SIENA



Fabulous Pond & Spitz Contemporary with 4BD, 3.5BA, 1st floor study, 2 story foyer. Magnificent 1 year new "Top

of the Line" custom kitchen with granite counters, breakfast bar & stainless appliances. 2 story family room w/gas FP, Hardwood floors, master bedroom w/customized walk-in closet. Finished basement, 2-zone heat & air, 2 car side entry garage. Newer Trex deck and backing to green acres. \$759,900. Call Sandy...874-4530.

CHERRY HILL • CROPWELL ESTATES



Lovely 4BD, 2.5BA with 1st floor study, located on quiet street with large fenced yard. Newer windows & C/A.

Updated kitchen w/stainless appliances. Family room with FP, Master bedroom w/dressing area & walk-in closet. 6 panel doors thru-out, alarm & 2 car garage. \$289,900. Call Sandy..874-4530.

A little bit of this, A little bit of that



Barry Reisman
Weekday Mornings
9:00—10:00
Sunday Afternoons
4:00—5:00

Dana, Dana—Chava Alberstein
Ot Azoy—Manhattan Transfer
Shalom, Shalom—Bobby Block
Hine Ma Tov—Adam Sandler
Od Yishoma—Shlomo Carlebach
Black & White—Klezomatics
L'Cha Dodi—Craig Taubman
Yiddische Mamma—Sophie Tucker
Raisins & Almonds—Dave Koz
Rachem—Mordechai Ben David
Am Yisroel Chai—Theodore Bikel

WNWR AM 1540

www.wnwr.com



www.sandylevenson.com