Where are the Jewish Middle Grade Books?

June 18, 2018
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Madelyn Travis, PJ Our Way Book Selection

Miriam Newman, Associate Editor, Candlewick Press

Laura Toffler- Corrie, published author and writing teacher
<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>3:50-4:00</td>
<td>Introduction to PJ Our Way and survey overview</td>
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<tr>
<td>4:10-4:15</td>
<td>Encouraging book development</td>
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<td>4:10-4:15</td>
<td>Two biggest issues we have in book selection</td>
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<td>4:15-4:25</td>
<td>What publishers are seeing</td>
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<tr>
<td>4:25-4:35</td>
<td>What authors are seeing</td>
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Discussion and Q & A
28,500+ members in the United States
Largest survey of kids in this age group

29%
More than 6,000 families responded

PJ Our Way Family Study
Reading Preferences

Frequent readers
(read 5-7 days a week)

Scholastic’s 2016 Kids & Family Reading Study
39%

PJ Our Way subscribers
69%
What do kids like to read?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Books that make me laugh</td>
<td>62%</td>
</tr>
<tr>
<td>Fiction</td>
<td>60%</td>
</tr>
<tr>
<td>Graphic novels</td>
<td>52%</td>
</tr>
<tr>
<td>Fantasy and magical</td>
<td>51%</td>
</tr>
<tr>
<td>Books that teach about people (biographies)</td>
<td>36%</td>
</tr>
<tr>
<td>Books that teach about history</td>
<td>35%</td>
</tr>
<tr>
<td>Science fiction</td>
<td>22%</td>
</tr>
<tr>
<td>Puzzle books</td>
<td>14%</td>
</tr>
<tr>
<td>Other types of books</td>
<td>18%</td>
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</table>
Parent Involvement

31% Usually take the lead in book selection

69% Have read at least some of their kid’s PJ Our Way books
Parents report...

91% PJ Our way books helped their family talk about Jewish things, such as traditions, values, and/or customs

90% have received questions from their kids about the Jewish things in their PJ Our Way books
PJ Our Way has helped subscribers...

69% talk about Jewish things with their family or friends

88% learn about Judaism (Jewish stories, history, famous people who are Jewish, Israel, Jewish holidays)
PJ Our Way has helped subscribers...

80% feel connected to the Jewish community

63% think about celebrating their Bar/Bat Mitzvah
How do we encourage book development?

• Author Support

• Market testing

• User feedback
Author Incentive

PJ Our Way Awards First Author Incentive Award to Miriam Halahmy

Posted September 01, 2017 | Written by PJ Our Way Team

PJ Our Way is thrilled to announce that well-known UK author Miriam Halahmy has been awarded the first PJ Our Way author incentive award for her newest middle-grade manuscript, Saving Hanno. Read More »
Workshops (TENT)

About Tent: Children’s Literature
Author Israel Trip

PJ Library authors meet Israeli author Meir Shai, whose books have been translated into 26 languages. (photo credit: DANIELLE MEHLER)
Connection to users

Five Questions With Laura Toffler-Corrie

Posted September 01, 2017 | Written by PJ Our Way Team

In each installment of “Three Questions With,” we get to know a different writer, musician, or illustrator. Today we’re chatting with Laura Toffler-Corrie, author of The Life and Opinions of Amy Finowitz. Read More »
Market testing
# User feedback

**Great Book**

*Submitted 4/4/2018 by Fish_Heads*

I loved this book!
This book taught me more about Israel.

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**Tears**

*Submitted 3/10/2018 by tatumm79411285*

I would read more books by this author.
This book taught me more about Israel.
I was CRYING in my bed every night!!!

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**Good book**

*Submitted 1/8/2018 by wolf21*

I liked this book.
I learned more about Jewish history from this book, very interesting I recommend this book for the family

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**Amazing book- I wish I could give it four and one half stars through.**

*Submitted 1/4/2018 by emc74*

I loved this book!
This book made me think more about friendship.
A great book! At the beginning I thought there would be more fighting. There is more war prep and shelters, but the boy only experiences a little bit of war violence. Still if you are looking for an on the battlefield book this is still a great book, IT SEEMS LIKE IT WOULD BE WORSE WITH FIGHTING !!!!!!!