

For 27 years, Generation Genius Authors (GGA) has encouraged students of all ages to read and write by connecting them with world-renowned authors of popular children's books. The central goal of this, and other Generation Genius programs, is to foster literacy and a culture of learning in our community, rearing the next generation of engaged world citizens.

Numerous studies prove that children who master reading and writing are much more successful throughout their academic career than those who do not. They also have better job prospects and earning potential, and are more engaged in cultural and civic activities.

The opportunity to meet authors through the GGA program helps to personalize and humanize literature. It dispels the myths and preconceptions that alienate many students from the pleasures of reading, giving them the chance to see that authors are people, just like them. At the same time, the encounter with established authors exposes students to positive role models for self and career development — not only do students learn to see authors as real people, people whose success they can emulate, people they can aspire to be.

In 2017, Miami Book Fair hosted 31 Generation Genius Author sessions for 6,114 Miami-Dade County elementary-, middle- and high-school students from 97 schools. Additionally, we brought authors to 44 local schools, reaching an additional 5,337 students who were unable to attend the actual Book Fair, a 68% increase from last year. We also conducted two writing workshops for more than 60 students.

In total, 11,451 students participated in this year’s events, a 28% increase from last year. Below is a breakdown of the number of students who participated in both the on-campus and off-campus sessions.

	Elementary	Middle	High-School	Total
Students at On-campus Author Sessions	1,927	2,276	1,911	6,114
Students at Off-campus Author Sessions	1,707	2,410	1,220	5,337
TOTAL # OF STUDENTS	3,634	4,686	3,131	11,451

Some additional highlights from last year’s program:

- **141 schools from South Florida participated** — 97 at on-campus and 44 at off-campus sessions. This represents approximately 1/3 of all schools in Miami-Dade County, plus schools from Broward County.
- **7,557 books were given away to students** — every student at on-campus sessions and 1,440 at off-campus sessions.
- **1,877 students from 31 schools were transported to campus via 47 buses, free of cost** — all from Title 1 schools.

At both the on-campus and off-campus sessions, students had the special opportunity to greet authors and have their books signed.

For the third consecutive year, we also hosted the Teen Press Conference as part of the Generation Genius Authors program. The Press Conference is modeled after the successful event held at the National Book Awards each year in New York City. During the Teen Press Conference, 200 high-school students played the role of reporters as they directed questions to two of the finalists and the winner of last year’s National Book Award in Young People’s Literature: Robin Benway, *Far From the Tree* (winner); Samantha Mabry, *All the Wind in the World*; and Ibi Zoboi, *American Street*. An additional 74 high-school students attended the event and received copies

of each book. All students in the Press Conference had the invaluable opportunity to directly engage with the authors and have their books signed.

This year, we again conducted pre- and post-Book Fair online surveys of students, and collected feedback from teachers and instructors. 376 students completed the pre-Fair survey and 206 students completed the post-Fair survey.

Student feedback indicates they enjoyed the Generation Genius Author sessions and/or the Book Fair as a whole; and that the Miami Book Fair inspires them to love books and reading. For example:

- **79% of students** said they would love to come back to the Miami Book Fair next year
- **54% of students** returned over the weekend with their families
- **90% of students** who received a book from the Book Fair had either already read it, or planned on reading it, a 15% increase from last year.

Please see Appendix C for a more complete overview of the survey.

Teachers and chaperones report positive experiences as well, showing appreciation for the Generation Genius Author sessions, the free books, and commenting on the high engagement levels of the students. Author feedback on the sessions was also very positive.





Children's Alley @ the Street Fair



Pirates Ahoy!
Kids play pirates extraordinaire
at the Royal Caribbean Ocean of
Adventures tent



Caribbean drumming workshop
with Miami's own Haitian
songstress Inez Barlatier



Children build a Lego
City at the Tinker,
Make, Innovate! Tent

All students who participated in the Generation Genius Authors Program had the opportunity to participate in Generation Genius Children's Alley, another mainstay of our programming for youth. Children's Alley is an immersive educational playground that takes place during the three-day Street Fair portion of our annual Book Fair. Designed specifically for children between the ages of 0 and 12, Children's Alley offers myriad opportunities to engage in book culture and develop reading and writing skills in a fun and dynamic context, including storytelling sessions, theatrical presentations, hands-on exhibits, costumed characters and more.

There are two performance stages featuring favorite children's stories and entertainment performances that bring the written word to life. There are also six themed areas that offer kids the chance to be creative through hands-on activities and fun interactive games. In the past, tents have included: **The Paint Box**; **The Rhythm Factory**; **Tinker, Make, Innovate**; **Healthy Bodies, Happy Kids**; **One World, Many Stories**; and **Tot Time Play & Learn**.

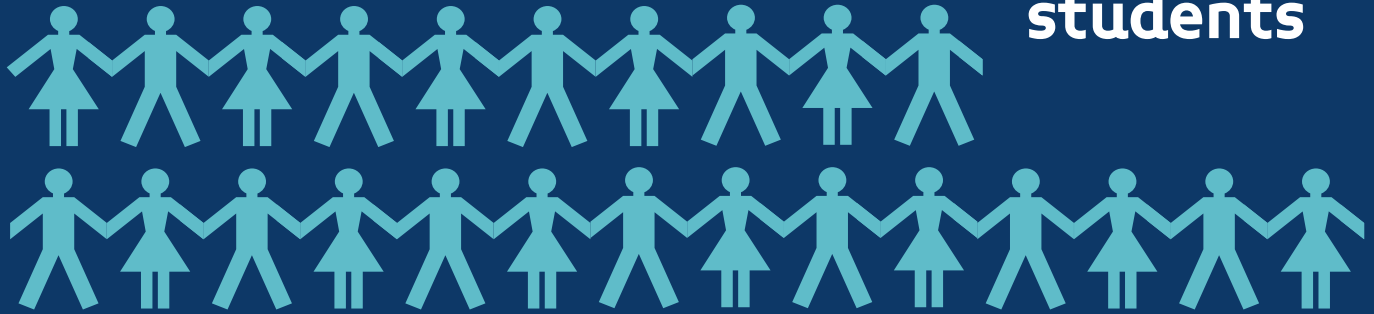
We also make special outreach efforts, inviting underserved/special-needs youth organizations to attend the Fair for free. Last year, we extended special invitations to **80 organizations** and provided **nearly 800 free passes** to **parents** of children (children are always free).

In total, we had **more than 22,000 children** who participated in the Generation Genius Authors Program and Children's Alley in 2017. Thanks to the generosity of our supporters, we were able to meet our goal of providing a **free book to each of the 6,114 students** who attended on-campus GGA sessions for the second consecutive year. Last year, we distributed more than 4,782 free books to children who visited all areas in Children's Alley.

2017 Generation Genius Authors

By the Numbers:

3,634 + **4,686** + **3,131** = **11,451**
elementary students middle school students high school students students



141
schools



54
buses



7,554 FREE books for students



The 33 Participating Authors in This Year's Program Included:

Elementary-School Authors

- **Michael Buckley**, *The Sisters Grimm: The Fairy-Tale Detectives*
- **Michael Fry**, *How to be a Supervillain*
- **Kim Dwinell**, *Surfside Girls: The Secret of Danger Point*
- **Jennifer George & Ed Steckley**, *Rube Goldberg's Simple Normal Humdrum School Day*
- **Nathan Hale**, *Nathan Hale's Hazardous Tales: Raid of No Return*
- **Matthew Holm**, *Swing It, Sunny*
- **Liniers**, *Good Night, Planet*
- **Lauren Wohl**, *Blueberry Bonanza*

Middle-School Authors

- **Kelly Barnhill**, *The Girl Who Drank the Moon*
- **Ruth Behar**, *Lucky Broken Girl*
- **Nidhi Chanani**, *Pashmina*
- **Zack Loran Clark & Nick Eliopoulos**, *The Adventurers Guild*
- **Faith Erin Hicks**, *The Adventures of Superhero Girl*
- **Peter Lerangis**, *Max Tilt: Fire the Depths*
- **David Barclay Moore**, *The Stars Beneath Our Feet*
- **George O'Connor**, *Olympians #9: Artemis: Goddess of the Hunt*
- **Mariko Tamaki**, *Lumberjanes, Unicorn Power*
- **Gene Luen Yang**, *Secret Coders #2: Paths & Portals*

High-School Authors

- **Mike Cavallaro**, *Decelerate Blue*
- **Mercedes Lackey**, *Hunter: Apex*
- **Conor McCreery**, *Kill Shakespeare: Past is Prologue: Juliet*
- **Jason Segel**, *Otherworld*
- **Maggie Thrash**, *Strange Lies*
- **Tillie Walden**, *Spinning*

National Book Foudation: Teen Press Conference

- **Robin Benway**, *Far from the Tree*
- **Samantha Mabry**, *All the Wind in the World*
- **Ibi Zoboi**, *American Street*

Spanish Sessions

- **Cristina Rebull**, *Por culpa de una S*
- **Antonio Orlando Rodriguez**, *Conoce a José Martí*
- **Rita Ruesga**, Storytelling performance in Spanish
- **Jose Ignacio Valenzuela**, *Pepito y la calle más aburrida del mundo*



Appendix A:

Participating Schools

We had 11,101 students from 141 schools participate in this year's Generation Genius Authors program. 69% were Title 1 Schools.

Below is a list of the participating schools:

ON-CAMPUS PROGRAM

TITLE 1 SCHOOLS:

Banyan Elementary
Beacon College Prep
Bent Tree Elementary
Biscayne Elementary
Booker T. Washington
Dorothy M. Wallace COPE Center
Dr. Edward Whigham Elementary
Excelsior Charter Academy
G. Holmes Braddock Senior High
Greenglade Elementary
Hialeah Senior High
Horace Mann Middle
iMater Middle/High Charter Academy
John G. DuPuis Elementary
Jose de Diego Middle
Kelsey Pharr Elementary
Kensington Park Elementary
Kinloch Park Middle
Lawton Chiles Middle
Marjory Stoneman Douglas Elementary
Miami Central Senior High
Miami Community Charter
Miami Gardens Elementary
Miami Norland Senior High
Miami Northwestern Senior High
Miami Springs Senior High
Natural Bridge Elementary
North Miami Middle
North Miami Beach Senior
Ojus Elementary
Palm Lakes Elementary
Phyllis Ruth Miller Elementary
Redondo Elementary
Riverside Elementary
Rockway Elementary
Royal Palm Elementary
Santa Clara Elementary
Scott Lake Elementary
Shenandoah Elementary
Shenandoah Middle
SLAM Miami
Somerset Academy (South Homestead) High
Somerset Academy (South Homestead) Middle
Somerset Academy Silver Palms
South Miami Senior High
Sylvania Heights Elementary
West Miami Middle
William H. Turner Technical High
WJ Bryan Elementary
Young Men's 6-12 Prep

NON-TITLE 1 SCHOOLS:

Ada Merritt K-8
AIE Charter
Aventura Waterways K-8
Bethune Elementary
Bob Graham Education Center
Christina M. Eve Elementary
Coral Reef Montessori Academy
Coral Springs Senior
DASH Senior
Educational Alternative Outreach Program
Eugenia B. Thomas K-8 Center
Florida International University
Good Shepherd Academy Inc
GW Carver Elementary
George W. Carver Middle
Highland Oaks Middle
Home School
Home School
Home School
Home School
iPreparatory Academy
John A. Ferguson Senior High
Key Biscayne K-8 Center
Lyons Creek Middle
Maier Homeschool
Miami Arts Charter Wynwood
Miami Beach Senior High
Miami Country Day
Miami Lakes K-8
New World School for the Arts
Norman S. Edelcup/Sunny Isles K-8
North Dade Center for Modern Languages
NSE Sunny Isles Beach K - 8
Pace Center for Girls
Palmer Trinity Private School
Pinecrest Glades Academy
Pompano Beach Middle
Ramblewood Middle
Seacrest Country Day School
Skylar Mai Jewish Montessori
Southside Elementary Museums Magnet
St. Thomas the Apostle Catholic School
Sunset Elementary
The Cushman School
Treasure Village Montessori
Virginia A. Boone Highland Oaks Elementary
West Palm Beach Charter

OFF-CAMPUS PROGRAM

TITLE 1 SCHOOLS:

Andover Middle
Banyan Elementary
Campbell Drive K-8
Charles D. Wyche Elementary
Feinberg Fisher K-8
Gateway Environmental K-8
Henry H. Filer Middle
Hialeah Elementary
Hialeah Gardens Senior
Hubert O. Sibley K-8
i-Tech Senior
Kinloch Park Middle
Lake Stevens Middle
Lakeview Elementary
Lawton Chiles Middle
Leisure City K-8
Madison Middle
Miami Springs Middle
Myrtle Grove K-8
North Miami Middle
Palm Springs Middle
Rockway Middle
Ruben Dario Middle
Shenandoah Middle
South Miami Senior
Southwest Senior
Sunset Park Elementary
Sweetwater Elementary
Van E. Blanton Elementary
W.R. Thomas Middle
West Miami Middle
Westland Senior
Young Men's 6-12 Prep

NON TITLE 1 SCHOOLS:

Barbara Goleman Senior
Coral Gables Senior
Coral Park Senior
Devon-Aire K-8
Highland Oaks Middle
I-Prep Middle
Ludlum Elementary
Miami Killian Senior
Norman S. Edelcup/Sunny Isles K-8
South Dade Middle
Southwood Middle

Appendix B:

Free Books Given to Participating Students:

On-campus Author Sessions:

QTY	AUTHOR	TITLE
444	Nathan Hale	MDCPS Official Session: <i>Nathan Hale's Hazardous Tales: Raid of No Return</i>
444	Kelly Barnhill	MDCPS Official Session: <i>The Girl Who Drank the Moon</i>
444	Mercedes Lackey	MDCPS Official Session: <i>Hunter: Apex</i>
126	Ruth Behar	<i>Lucky Broken Girl</i>
700	Michael Buckley	<i>The Sisters Grimm: The Fairy-Tale Detectives</i>
110	Mike Cavallaro	<i>Decelerate Blue</i>
130	Nidhi Chanani	<i>Pashmina</i>
180	Zack Loran Clark & Nick Eliopoulos	<i>The Adventurer's Guild</i>
99	Kim Dwinell	<i>Surfside Girls: The Secret of Danger Point</i>
75	Michael Fry	<i>How to Be a Supervillain</i>
70	Jennifer George & Ed Steckley	<i>Rube Goldberg's Simple Normal Humdrum School Day</i>
130	Faith Erin Hicks	<i>The Adventures of Superhero Girl</i>
89	Matthew Holm	<i>Swing It, Sunny</i>
182	Peter Lerangis	<i>Max Tilt: Fire the Depths</i>
100	Liniers	<i>Good Night, Planet</i>
106	Conor McCreery	<i>Kill Shakespeare: Past is Prologue: Juliet</i>
143	David Barclay Moore	<i>The Stars Beneath Our Feet</i>
145	George O'Connor	<i>Artemis: Goddess of the Hunt</i>
652	Jason Segel	<i>Otherworld</i>
131	Mariko Tamaki	<i>Lumberjanes: Unicorn Power</i>
145	Maggie Thrash	<i>Strange Lies</i>
150	Tillie Walden	<i>Spinning</i>
665	Gene Luen Yang	<i>Secret Coders: Robots & Repeats</i>

National Book Foundation Teen Press Conference:

QTY	AUTHOR	TITLE
91	Robin Benway	<i>Far from the Tree</i>
93	Samantha Mabry	<i>All the Wind in the World</i>
120	Ibi Zoboi	<i>American Street</i>

Spanish GGA Sessions:

QTY	AUTHOR	TITLE
100	Cristina Rebull	<i>Por culpa de una S</i>
100	Antonion Orlando Rodriguez	<i>Conoce a José Martí</i>
50	Rita Ruesga	<i>Los mariachis</i>
100	Jose Ignacio Valenzuela	<i>Pepito y la calle más aburrida del mundo</i>

6,114 books distributed at the 2017 Miami Book Fair!

Appendix B (cont'd):

Free Books Given to Participating Students:

Off-campus Author Sessions:

QTY	AUTHOR	TITLE
60	Nathan Hale	MDCPS Official Session: <i>Nathan Hale's Hazardous Tales: Raid of No Return</i>
60	Kelly Barnhill	MDCPS Official Session: <i>The Girl Who Drank the Moon</i>
60	Mercedes Lackey	MDCPS Official Session: <i>Hunter: Apex</i>
60	Ruth Behar	<i>Lucky Broken Girl</i>
60	Michael Buckley	<i>The Sisters Grimm: The Fairy-Tale Detectives</i>
60	Mike Cavallaro	<i>Decelerate Blue</i>
60	Nidhi Chanani	<i>Pashmina</i>
60	Zack Loran Clark & Nick Eliopoulos	<i>The Adventurer's Guild</i>
60	Kim Dwinell	<i>Surfside Girls: The Secret of Danger Point</i>
60	Michael Fry	<i>How to Be a Supervillain</i>
60	Jennifer George & Ed Steckley	<i>Rube Goldberg's Simple Normal Humdrum School Day</i>
60	Faith Erin Hicks	<i>The Adventures of Superhero Girl</i>
90	Matthew Holm	<i>Swing It, Sunny</i>
60	Peter Lerangis	<i>Max Tilt: Fire the Depths</i>
60	Liniers	<i>Good Night, Planet</i>
60	Conor McCreery	<i>Kill Shakespeare: Past is Prologue: Juliet</i>
60	David Barclay Moore	<i>The Stars Beneath Our Feet</i>
150	George O'Connor	<i>Artemis: Goddess of the Hunt</i>
60	Mariko Tamaki	<i>Lumberjanes: Unicorn Power</i>
60	Maggie Thrash	<i>Strange Lies</i>
60	Tillie Walden	<i>Spinning</i>
60	Lauren Wohl	<i>Blueberry Bonanza</i>

1,440 books distributed at off-campus school sessions

7,554

**Total books distributed at both
on- and off-campus author sessions**



Appendix C: Student Survey Highlights

376 students took the pre-Fair survey & 206 responded to the post-Fair survey.

- According to pre-fair survey results, 68% of students surveyed this year had never been to the Miami Book Fair before. **MBF consistently reaches new students!**
- Only 28% of students who had not yet attended a Miami Book Fair, had ever been on a college campus, including 11th and 12th graders. **Miami Book Fair is playing an important role in providing a college experience for students.**
- **Over 40% of students surveyed have less than 10 books at home.**



There is a very strong correlation between a joy of reading and having books in the home. Therefore, students having access to books at home is critical.



We provided a free book to virtually every student on campus at the Miami Book Fair.

- 90% of students either had already read the book they got at MBF or planned on reading it—up 15% over last year!
- According to our pre-fair survey, twice as many students read 5 books or more for pleasure in the previous 30 days than did 2 years ago. **Students surveyed are reading more books for pleasure.**
- **80% of students discovered new authors at Miami Book Fair.** This study showed that students with a favorite author are much more likely to enjoy reading.
- According to our survey, students with a favorite author are **twice as likely to love to read** than those who do not.



Students who attend Miami Book Fair are 29% more likely to have a favorite author.

- **79% of students said they would love to come back to Miami Book Fair next year.**



Student Survey Highlights (cont'd)

**My favorite
part of Miami
Book Fair
was...**

**Listening to
what inspired
the authors to
write.**

**Collecting the
stickers to get
a free book
in Children's
Alley!**

**Meeting the
author and
taking a
picture with
the author.**

**We learned
so much in
the author
presentations!**

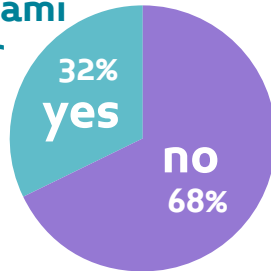
**I loved
the authors'
presentations
& having my
books signed!**



Student Pre-Fair & Post-Fair Survey

(Graphs and Charts):

Have you been to the Miami Book Fair before?



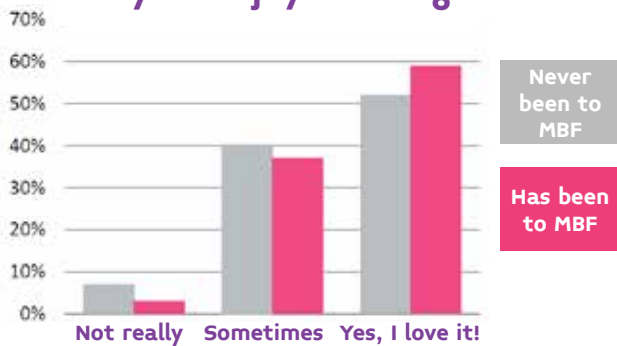
Maybe 16%

I'd love to! 79%

Would you like to come back to the fair again?

Not really 5%

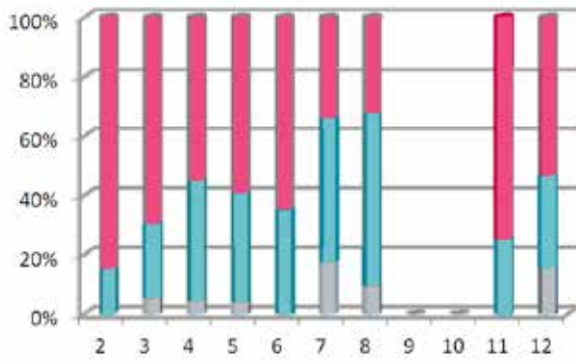
Do you enjoy reading?



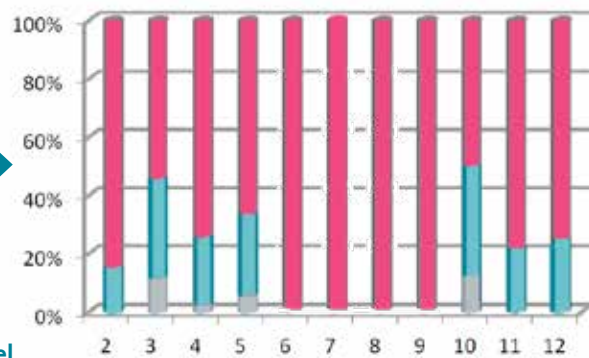
of Books Read for Pleasure



Attitude towards Reading for Fun Before and After Miami Book Fair



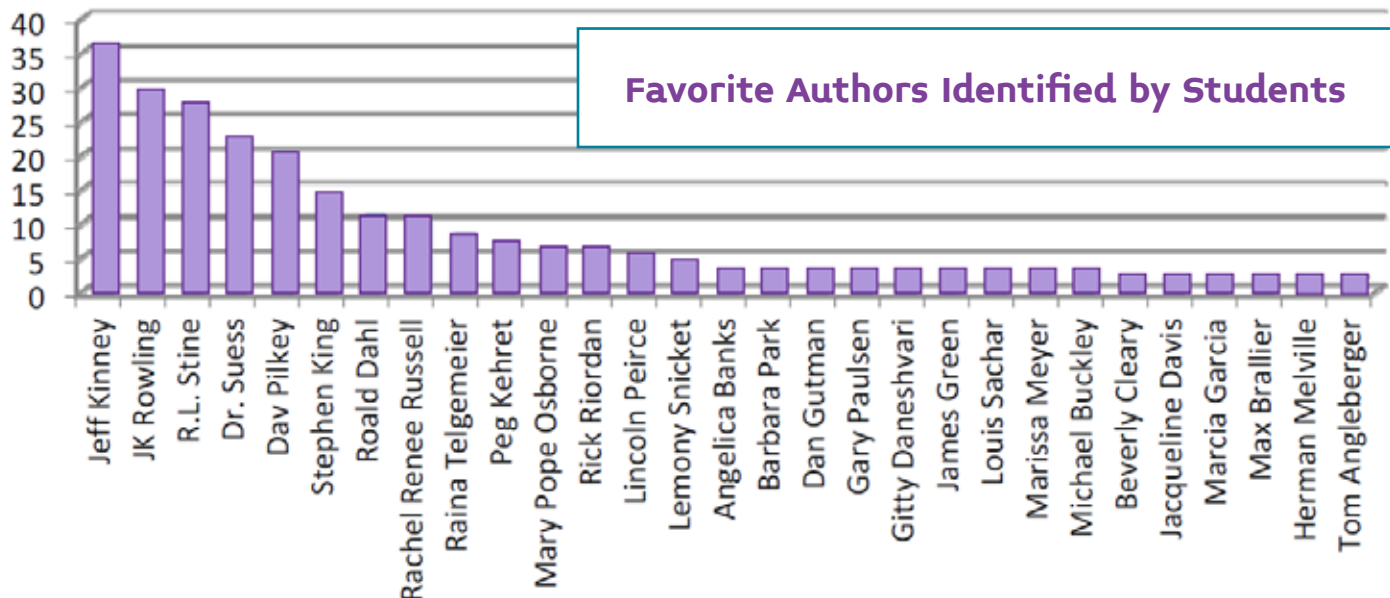
Grade Level



I love it!

Sometimes

Not Really



Favorite Authors Identified by Students

Sponsor Recognition and More Fun With Generation Genius Authors



Students with their books at author Cristina Rebull's presentation



Reading and learning at the Street Fair



Children get a chance to interact with the authors they love



Author and illustrator George O'Connor

[illegible]

Event schedule example

Miami Book Fair

Miami Dade College

THIS BOOK HAS BEEN DONATED TO YOU THANKS TO THE SUPPORT OF

Royal Caribbean INTERNATIONAL

The Batchelor Foundation

Meredith Anne Dashing Foundation

PEACOCK
Proud Member of

P
Proud Member of CHARITY

Anne H. & Wayne P. Carver Foundation

ART WORKS

National Endowment for the Arts

WELLS FARGO

United Way
United Way Official Partner

SIMKINS FAMILY FOUNDATION

Red Bull


Generation Genius is a literacy and learning initiative for children and teens. Its goal is to rear the next generation of engaged world citizens.

Generation Genius AUTHORS

www.miamibookfair.com



Book label example


Miami Book Fair

 Miami Dade College

Generation Genius
CHILDREN'S ALLEY
Saturday, November 18:

**Wembly's
Author Tent**

Sponsored by  **Royal Caribbean**
INTERNATIONAL

11:30 a.m. Picture Book Authors: **Juan Gil** and **Luis Berros**, *The Otter*

12 p.m. Between Two Worlds: Adventure Stories: **Nidhi Chalani**, **Peter Lerangis**, **Michael Buckley**, and **Faith Erin Hicks**


1 p.m. Super Awesomeness and Super Villainy: **George O'Connor** and **Michael Fry**

2 p.m. Picture Book Author: **Liniers**, *Goodnight Planet*

2:30 p.m. Sun, Fun and a little Mystery: Summer Adventure Stories: **Matt Holm**, **Mariko Tamaki** and **Kim Dwinell**

3:30 p.m. Picture Book Authors: **Jennifer George** and **Ed Steckley**, *Rube Goldberg's Simple Normal Humdrum School Day*

4 p.m. Life in Full Color: The Art of Hope: **David Barclay Moore**, **Ruth Behar** and **Pablo Cartaya**

Children's Alley is presented by  **Royal Caribbean**
INTERNATIONAL

Free Admission

Event signage example