

An artistic illustration of a person with long brown hair lying in a red hammock, holding a red book. The background is a soft, textured green and yellow wash, with stylized brown tree branches in the upper left and various green leaves and orange-red flowers at the bottom. The overall style is painterly and serene.

READING GROUP CHOICES

Media Kit

www.ReadingGroupChoices.com

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READING GROUP CHOICES

PROMOTIONS



READING GROUP CHOICES

Reaching the Book Industry's Most Important Niche Market

Reading Group Choices is a leading developer of resources to enhance shared reading experiences, and the only organization to stay in touch both in print and online.

*"I couldn't run
our book group
without this."*

—Librarian at PLA
2020 Conference

*"Reading Group Choices
is amazing at connecting our
authors directly to readers.
We love working with them!"*

—Valerie Pierce, Senior
Director, Retail Marketing &
Creative Services, Sourcebooks

*"These little guides are
SO helpful for book clubs
to aid in discussions and
in choosing books for their
groups. Beyond that, they're
just a good resource for
anyone who's looking for a
good read. And they're sought
after prizes in my annual
Book Club Workshops!"*

—Kathy Schultenover, Senior
Director, Retail Marketing &
Creative Services, Parnassus
Books, Nashville

*"I love your book, website, and
the newsletters! As an organizer
of two book clubs, it's so great
to get an early line on upcoming
titles. The hardest part is waiting
so long to read the book! By using
recommendations from your
newsletters, I can build a list
of monthly book selections."*

—Marcia, CCSI Book Club

• Print Promotions •

Print & Online Book Profile + Homepage Featured Book: \$1,250

Young Adult Print & Online Book Profile + Homepage Featured Book: \$1,050

Includes a 2-page Profile in the annual print edition and eBook editions and an online profile is included in the RGC Searchable Database. A Featured Book listing is also included on the RGC homepage for the month of your choice. (Please email a 300ppi, .jpg cover image. Limit the book summary, author bio, and praise to 310 words. Limit the discussion questions to 340 words).

[click for example](#)

Print Advertisement: \$600 (2-page Ad \$1,000)

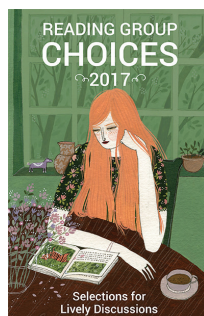
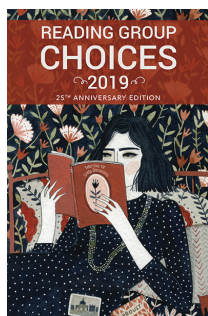
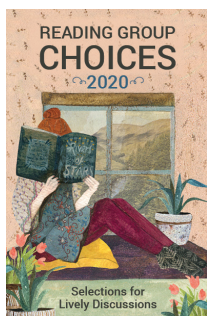
Full-page (or 2-page) advertisement in the annual print edition and eBook editions. (Please email a grayscale 300 ppi, .jpg image of the finished ad. The image should be at least 4 ½" wide x 7 ¼" tall with no bleed).

Print Promotion Deadlines

Reading Group Choices 2026 Edition

Reservation Deadline: June 6, 2025

Submission Deadline: July 11, 2025



• Dedicated Promotions •

Dedicated eBlast: \$2,750

RGC sends one monthly dedicated eBlast to the entire list of eNewsletter subscribers (~15,000). Publishers provide a single piece of creative, and choose the email subject, send date, and link. RGC book profile page and Featured book on homepage included.

Dedicated eNewsletter: \$3,250

RGC sends a quarterly dedicated eNewsletter to the entire list of eNewsletter subscribers. The dedicated eNewsletter can include text, multiple pieces of creative, and multiple links. RGC book profile page and Featured Book on homepage included.

Dedicated Blog Post: \$1,000

RGC creates one dedicated blog post each month to highlight a title, author, series, or other creative idea. The post includes text, creative and links. RGC designs the layout and can create original content. The post is featured at the top of the main blog page for the month and in the monthly eNewsletter. It remains archived on the blog. One book profile is included.

[click for example](#)

• Online Promotions •

Featured Book: \$550

Six Featured Books are recommended at the top of the RGC homepage each month. The homepage listings include the book cover, title, and short summary, and links to the book profile page. The book profiles are stored in the Searchable Database.

[click for example](#)

Young Adult Featured Book: \$350

Two young adult or middle grade Featured Books are recommended on the RGC homepage each month. The homepage listings include the book cover, title, and short summary, and links to the book profile page. The book profiles are stored in the Searchable Database.

[click for example](#)

Recommended Book: \$350

Four Recommended Books are included on the RGC homepage and on the Recommended Books page each month. The homepage listing includes book cover and title, and links to the book profile. The book profiles are stored in the Searchable Database.

Giveaway (Website and Newsletter) + Online Book Profile: \$550

Four giveaways are listed each month on every page of the site, and featured on the giveaways page and in the eNewsletter. Prizes include free copies, signed copies, book pairings, or Skype chats. A book profile is included and stored in the Searchable Database.

[click for example](#)

Website Advertisement: \$500

One designed ad is placed each month on every page of the RGC blog, Bookmark. The ad can highlight a special event or title, and link to a book profile or external website. A book profile is included and stored in the database. (250x250 color 300 ppi, .jpg image).

• eNewsletter Promotions •

eNews Recommended Book: \$350

Fiction, Nonfiction or Young Adult listing in the RGC monthly eNewsletter, which is distributed to our subscribers, and posted on our blog. Readers click through to book profiles, which are stored in the RGC Searchable Database.

Special Feature: \$500

One Special Feature is included in the RGC monthly eNewsletter highlighting a special event, sweepstakes, author, or product. RGC can create the design and content. The feature can link to a book profile and/or the external website. If linking to a new book, the book profile is included.

Advertisement: \$400

One designed ad is included in the RGC monthly eNewsletter to highlight a title, author, or special idea. The ad can link to a book profile page or external site. (600x274 300 ppi, .jpg image).

• Book Group Mailings •

All Subscriber Mailing: \$0.66–\$0.75/subscriber (dependent on item weight and shared vs individual mailing)

RGC sends one physical mailing each September to all of our domestic subscribers (approx. 13,000). Up to four publishers can include flyers, chapter samplers, booklets, and other creative ideas.

Geographic Mailing: Cost dependent on number of subscribers/mailings in the specific area.

RGC can send one mailing to subscribers in a specific geographic area of your choice. This mailing can be sent at any time.

Annual Mailing Deadline

Reservation Deadline: July 25, 2025

Submission Deadline: August 22, 2025

• Other Promotions •

Discussion Questions (Including Copyright): \$700

Reading Group Choices can create discussion questions for your titles. This can include two versions: 1 for print and 1 for digital.

RGC Exhibitor Partner: \$400-\$1,000

RGC features publisher materials and coordinates author signings at RGC exhibitor booths at annual conferences and festivals, including ARSL, AASL, PLA, and various book festivals nationwide.

Social Media Package: \$500

Promote events and highlight publisher programs on RGC's Facebook, Instagram, and Twitter.

"We have learned over the years that displays are a great way to encourage circulation at our small, rural library. One of our best displays is based on the wonderful literary guide published by Reading Group Choices! Patrons cannot wait to get their copies and start reading. We sincerely LOVE your product and feel that it helps us create one of our favorite displays EVER."

—Gail Nartker,
Sandusky District Library

"Reading Group Choices continues to be a first-rate guide for those delicious reads that book group members enjoy reading, and that prompt the most enriching discussions."

—Donna Paz Kaufman,
Owner, Story & Song
Bookstore & Bistro

READING GROUP CHOICES

MARKET RESEARCH



READING GROUP CHOICES

ANNUAL SURVEY RESULTS & MARKETING REACH

WHO SEES YOUR MESSAGE?

Print Guide: Each year, over 15,000 libraries and bookstores⁴ receive copies of Reading Group Choices. Many shelf past editions to support their reading group programs. Over 4,000 reading groups⁴ representing over 100,000 reading group members¹ also receive copies.

Website: Over 13,000 reading groups² representing over 275,000 reading group members¹ log over 40,000 pageviews².

eNewsletter: Over 12,600 reading groups³ representing over 200,000 reading group members¹ receive the eNewsletter each month. 33.4% open it³ and 16.8%³ of those click through.

Dedicated eBlast: Over 12,600 reading groups³ representing over 200,000 reading group members¹ receive the dedicated eBlast each month. 37.2% open it³ and 12.5%³ of those click through.

Dedicated eNewsletter: Over 12,600 reading groups³ representing over 200,000 reading group members¹ receive the dedicated eBlast each month. 37.5% open it³ and 11.2%³ of those click through.

Direct Mail: More than 13,000 reading groups⁴ representing over 250,000 reading group members¹ receive physical mailings.

Social Media: Facebook: 6,700 followers; 6,300 likes; average reach of posts: 1000. Instagram: 1,500 followers; average impressions per week: 15,000; average impressions per post: 2,600. TikTok and Threads new as of Winter 2023.

SOURCES:

¹Surveys of thousands of reading groups representing well over 200,000 reading group members conducted in 2025-2010; ²Google Analytics Dashboard; ³MailChimp; ⁴Reading Group Choices

Proprietary Information – Please Do Not Distribute

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• READERS LOVE READING GROUP CHOICES •

82.4% learn about books for their book groups from Reading Group Choices, only second to friends.

78% of groups list Reading Group Choices as their number one online resource.

HOW DO READERS FIND READING GROUP CHOICES?

Searching Online: 58.5%

Librarian: 20.5%

Fellow Book Group Members: 12.5%

Friends/Word of Mouth: 10%

In Person at a Festival/Conference: 6.5%

Bookstore: 3.75%

WHAT ARE THE DISCUSSION QUESTIONS USED FOR?

85% of readers use RGC discussion questions.

Prepare for group discussion: 52%

Facilitate group discussion: 51.5%

Add to personal reading experience: 32%

Inform decision to choose a book: 26%

• READING GROUP DEMOGRAPHICS •

WHAT ARE THE NUMBERS?

Reading Group Size average: 12

Member of multiple groups: 48%

Member of 4 or more groups: 7%

Group leaders: 95%

Age average: 59

Age difference: 30% of groups have a 21+ year age difference

Age joined group: $\frac{1}{4}$ of members joined at 25-34, $\frac{1}{4}$ joined at 35-44

WHERE ARE OUR READING GROUPS?

Live in USA: 96.6%

States with the most groups: Minnesota, New York, North Carolina, California, Illinois

WHO ARE OUR SUBSCRIBERS?

Book Group Leader/Moderator: 61%

Librarian (current and former): 30%

Teacher (current and former): 20%

Bookseller/Bookshop Owner: 5%

• WHAT AND HOW MUCH ARE GROUPS READING? •

#1 thing readers want most in a group is a variety of genre and subject matter

HOW MUCH ARE GROUPS READING? (averages)

Books discussed/year: 12

Books discovered with Reading Group Choices: 6

Books read on their own overall: 50 (51% read more than 50)

WHAT GENRES DO GROUPS DISCUSS? (average number per year)

Fiction: 9.3

Nonfiction: 3.12

Young Adult: 1.63

PERCENTAGE OF GROUPS THAT READ

Fiction: 92.5%

Nonfiction: 71%

Young Adult: 32%

Short Stories: 20%

WHAT DO READERS LOOK FOR IN A BOOK?

Generates good conversation

Easy Availability/available in library

Topic/genre is different than anything they have read before

DO READERS PREFER HARDCOVER OR PAPERBACK?

Does not matter: 80%

WHAT ARE THE DISCUSSION QUESTIONS USED FOR?

88% of readers use RGC discussion questions

Facilitate group discussion: 56.8%

Prepare for group discussion: 56.6%

Add to personal reading experience: 34.5%

Inform decision to choose book: 26.4%

• WHY READING GROUPS •

WHAT READERS ENJOY ABOUT BEING IN A READING GROUP

Exposure to books they would not read otherwise: 77%

Stimulating conversation: 71%

Friendships: 64%

A sense of community: 56%

• FAVORITE DISCUSSIBLE BOOKS OF 2024 •

FAVORITE FICTION

1. The Book Woman's Daughter
2. The Berry Pickers
3. James
4. Remarkably Bright Creatures
5. Seven Days in June
6. The Women
7. Maame
8. The Mystery of Mrs. Christie
9. The Lost Girls of Willowbrook
10. The Ways We Hide

FAVORITE NONFICTION

1. 10% Happier
2. All In Her Head
3. The Dark Queens
4. Nearly Departed
5. Uncommon Measure
6. Killers of the Flower Moon
7. Caste
8. Mad Wife
9. The Stranger in the Woods
10. Willkie Sprint

FAVORITE YOUNG ADULT

1. Children of Blood and Bone
2. Firekeeper's Daughter
3. All My Rage
4. Wonder
5. The 57 Bus
6. As Long as the Lemon Trees Grow
7. The Absolutely True Diary of a Part-Time Indian 10th Anniversary Edition

• MOST-VIEWED BOOKS ON RGC WEBSITE IN 2024 •

1. Absolution
2. The Second Life of Mirielle West
3. The Heiress
4. This Is Happiness
5. The Idea of You
6. An American Beauty
7. The Island of Missing Trees

8. The Wild Robot
9. One Summer in Savannah
10. The Second Mrs. Astor
11. Days at the Morisaki Bookshop
12. Under the Whispering Door
13. Birnam Wood

14. The Poet X
15. The Lonely Hearts Book Club
16. The Eyes & the Impossible
17. Bad Summer People
18. How the Light Gets In
19. The Confidante
20. The Berry Pickers

• MOST READ BOOKS FROM RGC 2023 •

MOST READ FICTION

1. The Book Woman's Daughter
2. The Mystery of Mrs. Christie
3. Maame
4. The Lost Girls of Willowbrook
5. Seven Days in June

MOST READ NONFICTION

1. The Dark Queens
2. The Red Widow
3. Uncommon Measure
4. Helltown
5. Seven Aunts

MOST READ YOUNG ADULT

1. As Long as the Lemon Trees Grow
2. Merci Suarez Plays It Cool
3. An Arrow to the Moon
4. The Elephant Girl
5. The Silence That Binds Us

*READING GROUP
CHOICES: SELECTIONS
FOR LIVELY DISCUSSION*

READING GROUP CHOICES

~ 2021 ~



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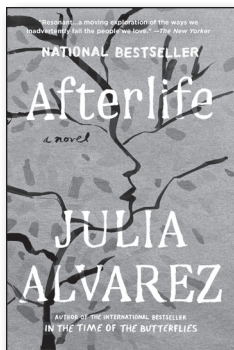
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AFTERLIFE

Julia Alvarez

The first adult novel in fifteen years by the internationally bestselling author of *In the Time of the Butterflies* and *How the García Girls Lost Their Accents*

Antonia Vega, the immigrant writer at the center of *Afterlife*, has had the rug pulled out from under her. She has just retired from the college where she taught English when her beloved husband, Sam, suddenly dies. And then more jolts: her

bighearted but unstable sister disappears, and Antonia returns home one evening to find a pregnant, undocumented teenager on her doorstep. Antonia has always sought direction in the literature she loves—lines from her favorite authors play in her head like a soundtrack—but now she finds that the world demands more of her than words.

Set in this political moment of tribalism and distrust, *Afterlife* asks: What do we owe those in crisis in our families, including—maybe especially—members of our human family? How do we live in a broken world without losing faith in one another or ourselves? And how do we stay true to those glorious souls we have lost?

“A gorgeously intimate portrait of an immigrant writer ... carving out hope.”
—*O, The Oprah Magazine*

“A beautifully written novel with a timely theme.” —*People*

“Alvarez crafts a moving portrait of the lengths people will go to help one another in moments of uncertainty.” —*Time*

“A stunning work of art.” —Elizabeth Acevedo

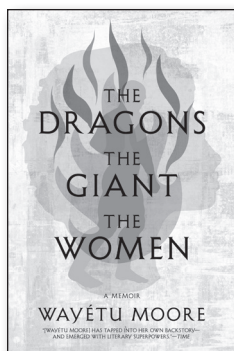
ABOUT THE AUTHOR: Julia Alvarez left the Dominican Republic for the United States in 1960. She is the author of six novels, three books of nonfiction, three collections of poetry, and eleven books for children and young adults. She has taught and mentored writers in schools and communities across America and, until her retirement in 2016, was a writer-in-residence at Middlebury College. Her novel *In the Time of the Butterflies* was selected by the National Endowment for the Arts for its national Big Read program. In 2013, President Obama awarded Alvarez the National Medal of Arts in recognition of her extraordinary storytelling.

April 2020 | Hardcover | \$25.95 | 9781643750255 | Algonquin Books

April 2021 | Paperback | \$16.95 | 9781643751368 | Algonquin Books

CONVERSATION STARTERS

1. Antonia and her sisters are close and clearly love one another; at the same time, like many siblings, they argue, put each other in boxes, and are not always supportive. How are the sisters similar and how are they different? Which parts of their relationships felt familiar to you, if you have siblings?
2. Antonia notes that in many ways, her husband, Sam, remains alive in her head: she often wonders what he would say or do, and she lets that guide her actions. Do you think Antonia would have made different decisions about Mario, Estela, and Izzy if Sam had still been alive?
3. How do you feel about the actions Antonia ultimately takes to help Mario and Estela? Does their story change your thinking about immigration in America? If so, how?
4. Discuss the sisters' plan to get help for Izzy and the ways that it backfired. What do you think about how they handled the situation?
5. The sisters all have distinct roles in the sisterhood, and Antonia also had a defined role in her relationship with Sam (bad cop to his good cop). How did Sam's death change the way Antonia viewed herself? How do you think Izzy's death will alter the roles of the sisterhood? What is your role in your own family? Is it accurate, fair?
6. Antonia is often viewed as the selfish sister. Despite this, she struggles with recognizing and asking for what she needs. In *Afterlife*, she is frequently called on to assist others. How do you think this helps her better understand her own needs?
7. Antonia frequently recites lines from her favorite authors and poets, and their words provide comfort and wisdom. Do you have poems, songs, books, or other stories that you return to when you need comfort? How have the arts helped you in a dark time?
8. When we have identified an injustice or problem in our world or in our family, do we have a responsibility to address it? Antonia remembers a Tolstoy story with three questions: *What is the best time to do things? Who is the most important one? What is the right thing to do?* How do you decide the balance between taking care of yourself and taking care of others?
9. Who in this book has an afterlife?



THE DRAGONS, THE GIANT, THE WOMEN: A MEMOIR

Wayétu Moore

An engrossing memoir of escaping the First Liberian Civil War and building a life in the United States

When Wayétu Moore turns five in Monrovia, Liberia, all she can think about is how much she misses her mother, working and studying in New York. Before she gets the reunion her father had promised her, war breaks out in Liberia, and her family is forced to flee their home, walking and hiding for weeks until they arrive in the village of Lai. Finally a rebel soldier smuggles them across the border, reuniting the family and setting them off on a journey to the United States.

Spanning this harrowing journey in Moore's early childhood, her years adjusting to life in Texas as a black woman and an immigrant, and her eventual return to Liberia, this is a deeply moving story of the search for home in the midst of upheaval. It captures both the hazy magic and stark realities of what is becoming an increasingly pervasive experience. Wayétu Moore shines a light on the great political and personal forces that continue to affect many migrants around the world, and calls us all to acknowledge the tenacious power of love and family.

"This memoir adds an essential voice to the genre of migrant literature, challenging false popular narratives that migration is optional, permanent and always results in a better life." —The New York Times Book Review

"An urgent narrative about the costs of survival and the strength of familial love." —Time

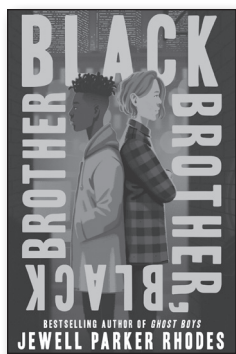
"Building to a thrumming crescendo, the pages almost fly past. Readers will be both enraptured and heartbroken." —Publishers Weekly (starred review)

ABOUT THE AUTHOR: Wayétu Moore is the author of *She Would Be King* and the founder of One Moore Book. She is a graduate of Howard University, Columbia University, and the University of Southern California. She lives in Brooklyn, New York.

June 2020 | Hardcover | \$26.00 | 9781644450314 | Graywolf Press

CONVERSATION STARTERS

1. Who are “the dragons” and who is “the giant”? How do these imaginative elements shape and influence this nonfiction account? Who are “the women,” and is it significant that they are the only non-mythical element in the title?
2. Previous accounts suggest that Liberia’s Civil War erupted from ethnic tensions between descendants of resettled African Americans and indigenous groups. How does this book dispute that interpretation?
3. A passage on page 63 concerns patriarchal structures of control: “Men were talking plenty in this war. Men were deciding where to hide and what to eat and when to eat. They were deciding who would be killed and who would live.” In what ways do the men in the memoir enact these dominating tendencies? Do any of them resist or embody alternative visions of masculinity, and if so, how?
4. What are some specific examples of the solidarity and care between Black women in the memoir—for instance between family members, strangers, and friends?
5. Five members of Moore’s family immigrated to the United States while two were born here. How do the dynamics of being part of a mixed-status immigrant family show up in the book?
6. Compare and contrast instances in which Moore encounters explicit racism in Texas and implicit racism in New York. How do these realities affect and define Moore’s understanding of the United States, both as an idea and as an actual place to live?
7. The memoir moves back and forth through time, and one section is narrated by a different voice. How do these inventive choices support and strengthen the particular story Moore has to tell?
8. When Moore returns to Liberia, she tries to find Satta, the young female rebel soldier who helped her family escape the civil war. Is Moore’s quest successful? How does Satta become a central character in the narrative?
9. How does Moore resist simplistic views of trauma, both in her sessions with her therapist and in writing this narrative? What does the book demonstrate about healing?



BLACK BROTHER, BLACK BROTHER

Jewell Parker Rhodes

From award-winning and bestselling author Jewell Parker Rhodes comes a powerful coming-of-age story about two brothers, one who presents as white, the other as black, and the complex ways in which they are forced to navigate the world, all while training for a fencing competition.

Sometimes, 12-year-old Donte wishes he were invisible. As one of the few black boys at Middlefield Prep, most of the students don't look like him. They don't like him either. Dubbing him "Black Brother," Donte's teachers and classmates make it clear they wish he were more like his lighter-skinned brother, Trey.

When he's bullied and framed by the captain of the fencing team, "King" Alan, he's suspended from school and arrested for something he didn't do.

Terrified, searching for a place where he belongs, Donte joins a local youth center and meets former Olympic fencer Arden Jones. With Arden's help, he begins training as a competitive fencer, setting his sights on taking down the fencing team captain, no matter what.

As Donte hones his fencing skills and grows closer to achieving his goal, he learns the fight for justice is far from over. Now Donte must confront his bullies, racism, and the corrupt systems of power that led to his arrest.

Powerful and emotionally gripping, *Black Brother, Black Brother* is a careful examination of the school-to-prison pipeline and follows one boy's fight against racism and his empowering path to finding his voice.

"A powerful work." —*Booklist* (starred review)

"Celebrates finding one's place in the world." —*School Library Connection* (starred review)

ABOUT THE AUTHOR: Jewell Parker Rhodes is the author of *Ninth Ward*, winner of a Coretta Scott King Honor, *Sugar*, winner of the Jane Addams Children's Book Award, and the *New York Times*-bestselling *Ghost Boys*. She has also written many award-winning novels for adults. When she's not writing, Jewell visits schools to talk about her books and teaches writing at Arizona State University.

March 2020 | Hardcover | \$16.99 | 9780316493802 |
Little, Brown Books for Young Readers

CONVERSATION STARTERS

1. Donte and Trey have a strong brotherly bond. How do they make space for one another? How do they include each other?
2. How do Donte and Trey's friends support them? What specific actions do they take to make Donte and Trey feel safer and more included at school? What do you think it means to be an ally?
3. How do people react to Trey and his dad compared to Donte and his mom?
4. Fencing is described as an elite sport. What barriers make fencing difficult for more people to get involved in?
5. Coach eventually reveals his personal history with fencing to Donte. How do these revelations about Coach's past affect Donte's decisions in the present? How does Donte benefit from having Coach as a role model?
6. How does Donte change as he learns to fence? In what ways does he begin to think differently?
7. Donte remarks that he's "got to be careful" walking around his neighborhood. (p 33) Why does Donte think this? How does this awareness affect his interactions with authority figures like his headmaster and the police?
8. The Middlefield Prep school motto is *non nobis solum*, which the headmaster translates as "not for ourselves alone". (p 194) Do you think Middlefield lives up to this motto? How so?
9. Zarra tells Donte about the Alexandre Dumas biography *The Black Count*. How do the stories we are told impact how we view the world? Does history always show us the full story?
10. Through training, Donte discovers that fencing is a sport based on rules and etiquette. How can you apply the rules of fencing, namely "courage, honor, integrity, and chivalry," to your everyday life? (p 189)

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