

Roxie Munro

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Proposal

Author/Illustrator: Roxie Munro

Name (suggested): *"When is a Rhinoceros NOT a Rhinoceros?"*

Format: Board book, approximately 6" x 6." 16 to 24 pages (8 to 12 spreads). A single large lift-the-flap per spread, opening on right side. Bright, colorful, "realistic" nature illustrations (see 1-minute video art sample at <https://www.roxiemunro.com/rhino-board-book-proposal.html>). Rhythmic text, perfect for reading aloud. Interactive, with a surprise ending. Last page with features to find that the animals have in common (for parents, teachers, and caregivers).

Ages: 2 through 5 years old

Overview:

A lift-the-flap board book with a game-like Q&A format with examples of animals named after other animals because of characteristics like color, size of eyes, shapes, behaviors, etc. See a 35-second video on how the flaps work and a 2 1/4-minute video dummy of rough sketches <https://www.roxiemunro.com/Rhino-board-book-proposal.html>. The eleven examples shown in this dummy are not final (RHINOCEROS, BUMBLEBEE, LION, PIG, LEOPARD, DOG, CAT, PARROT, HORSE, KANGAROO, and BABY GOAT and the eleven other animals named after them). There's a surprise at the end!

There are many other animals we can use. The text is not final and the sketches are rough. Finals will be bold, colorful, and executed in pen and colored inks. Please see 1-minute sample art video at <https://www.roxiemunro.com/Rhino-board-book-proposal.html>.

Teaches children animal names, physical properties, and characteristics/behaviors. How to look carefully and with discrimination. To become familiar with and appreciate the variety of the creatures in our world.

Librarians have suggested I do board books. They cite a need for STEM and/or nonfiction books for younger children (I've done many large format nonfiction picture books for ages 5-10/K through 5th grade) - books on nature and science, about birds, snakes, bugs, rodents, coral reef creatures, rainforest animals, many specific ecosystems, dinosaurs, and more. My work is realistic, colorful, and accessible with an element of whimsy.

Young children recognize and appreciate art. I don't "talk down" to them visually. Librarians have said they are tired of depersonalized obviously computer-generated and cartoon-y art. Generic or stock photography is not always clear, compelling, and satisfying (or unique). Children "read" art with their caregivers; they are "visual learners." Good lively correct illustrations with a fun attention to detail with simple text is critical.

Could be lift-the-flap(s) with a Q&A format. The art will have surprises, maybe some gamification (hidden elements, seek-n-find), and action. (See four 1-minute videos of rough B&W dummies on sea/coral reef creatures, rainforest, mice and more, and dinosaurs at <https://www.roxiemunro.com/board-book-proposal.html>)

Competition: "Dominated by licensed titles" (quoting a librarian). Also concept books (usually a series developed by publisher): ABCs, Counting, Colors, DK, etc with bright simple artwork. There are some books with cartoon-y dinosaurs, generic rainforest animals, fish, etc.

Marketing:

Roxie Munro is an award-winning nonfiction author with a long track record. She will write blog posts and speak about the book in school visits (in person and online), children's book festivals, and conferences. Roxie Munro's quarterly Studio Newsletter has a targeted mailing list of 1,900 mainly teachers and librarians. She does extensive social media (Facebook [5 pages total]; Pinterest; Twitter [2 total]; YouTube [a dedicated channel]; Instagram, and more [[PublishersMarketplace webpage](#), Amazon Author page, Goodreads, etc]). She has a professional website with reviews, free activities and downloadables (coloring pages, mazes, bookmarks), school and conference visit info, how-to-draw videos, interviews, etc. A 2-minute YouTube promotional video trailer with music and sounds will be created for this book. She will publish a dedicated Board Book page on her website with activities, reviews, trailer, etc.

Roxie is on the Advisory Board and is a member of [iNK Think Tank, Inc.](#), a nonprofit organization of award-winning children's nonfiction authors with the mission of promoting author-driven children's nonfiction literature for classroom use, including the [Nonfiction Minute](#), which is a free daily blog for kids with original 400-word essays by more than two dozen iNK authors with illustrations and audio by the authors (Roxie has almost a dozen pieces published and available online to students, librarians and teachers). The Nonfiction Minute has received over 6 million page views in 5 years, with a mailing list of over 5,000 registered high interest teachers and librarians. Roxie is also on the Advisory Board of [KidLit TV](#). They can air a Cover Reveal and a Trailer Premiere. Roxie can do a Ready! Set! Draw! (how to) video of her character(s), and/or a Storymakers interview with Rocco Staino on KidLit TV. Roxie participates yearly in WRAD (World Read Aloud Day), with 5 school visits scheduled for 2022. She also does annual Reach Out &

Read hospital visits. Roxie has six online programs with [CILC \(Center for Interactive Learning\)](#) based upon her books.

As per Dr. Cynthia Weill, Bank Street College of Education has created the Margaret Wise Brown Board Book Award, starting in 2023, for children 0 - 3 years old. Info: <https://s3.amazonaws.com/bankstreet-wordpress/wp-content/uploads/2015/01/Bank-Street-MWB-2021-Press-Release.pdf>

Bio:

Roxie Munro is the author/illustrator of more than 45 nonfiction, STEM/STEAM, and concept books for children, many using "gamification" to encourage reading, learning, and engagement (including *Mazescapes; Amazement Park; the Inside-Outside Books: New York City [New York Times Best Illustrated Award], Washington DC, Texas, London, Paris, and Libraries; Feathers, Flaps & Flops; Doors; Gargoyles, Girders & Glass Houses; Ranch; Wild West Trail Ride Maze; Circus; Mazeways: A to Z; Rodeo; Go!Go!Go!; Inside-Outside Dinosaurs;* and the KIWi Storybooks nonfiction series). Her books have been translated into French, Italian, Dutch, Chinese, and Japanese.

To come: *ABCity* (SchifferKids, 2022). *Leaping - Crawling, Swimming, Hiding, Hunting - Lizards* (Holiday House, 2023).

Recent books: *Anteaters, Bats & Boas: The Amazon Rainforest from the Forest Floor to the Treetops* (Holiday House 2021; starred reviews: *ALA's Booklist* and *School Library Journal*). *Dive In: Swim with Sea Creatures at their Actual Size* (Holiday House, 2020). *Rodent Rascals* (THREE Starred Reviews!). *Masterpiece Mix; Market Maze* (Kirkus Star); *Slithery Snakes; EcoMazes: 12 Earth Adventures* (Starred review in *School Library Journal; Smithsonian's Best Science Book for Children*); *Desert Days, Desert Nights; Hatch!* (Outstanding Science Trade Book, NSTA & CBC); Society of International Librarians Honor Award; Bank Street College Best Books of 2012, w/Outstanding Merit); *Busy Builders* (Bank St Cook Prize Honor for STEM), and series of nine nonfiction giant and fold-out KIWi Storybooks.

Interactive children's book apps: "Roxie's Puzzle Adventure" (16-screen multi-player jigsaw puzzle), "Roxie's a-MAZE-ing Vacation Adventure" (interactive game app), and the 3-D lift-the-flap app, "Roxie's DOORS." Nine educational apps for KIWi (Kids Interactive Walk-in) Storybooks.

Roxie was born in Texas, and grew up in southern Maryland, by the Chesapeake Bay. At the age of six, she won first prize in a county-wide contest for a painting of a bowl of fruit. She has been a working artist all her life, for a while freelancing in Washington DC as a television courtroom artist. It was great training for life drawing, concentration under pressure, and making deadlines. Clients included CBS, the *Washington Post*, and the Associated Press. Fourteen of her paintings have been published as covers of *The New Yorker* magazine.

She also creates oils, watercolors, prints, and drawings, primarily cityscapes, which are

exhibited widely in the US in galleries and museums. Roxie's work is in numerous private, public, and corporate collections. From Dec 12, 2020, to April 25, 2021, the Eric Carle Museum of Picture Book Art in Amherst, MA, hosted a solo exhibition: "Inside-Outside Dinosaurs: Creating a Book with Roxie Munro."

Roxie studied at the University of Maryland, the Maryland Institute College of Art (Baltimore), earned a BFA in Painting from the University of Hawaii, attended graduate school at Ohio University (Athens), and received a Yaddo Fellowship in Painting. She lectures in museums, schools, libraries, conferences, and teaches in workshops.

Many oils and watercolors are views from the roof of her sky-lighted loft studio in Long Island City, New York, just across the East River from her home in mid-Manhattan. She is married to the Swedish writer/photographer, Bo Zaunders.

Roxie is on the Advisory Board of KidLitTV, the premiere resource for all things about children's literature. Click here: <https://kidlit.tv/about/team-members/>

Roxie is a Board Member of iNK Think Tank, an invitation-only group of award-winning nonfiction authors who write and illustrate great books, lecture and do school visits. Click here: <http://inkthinktank.org/ink-thinkers>

Awards (selected):

The Inside-Outside Book of New York City: New York Times Best Illustrated Children's Book Award; TIME Magazine's Best Children's Book of the Year; NCTE Books That Invite Talk, Wonder, and Play; Library of Congress Children's Literature Center Books for Children List
Anteaters, Bats & Boas: Starred reviews in ALA's *Booklist* and *School Library Journal*. *American Scientist*: Best 12 STEM Books for Children published in 2021. Top Ten Science & Technology book for 2021 (*Booklist*)

DIVE IN: Bank Street College Best Children's Books of the Year 2021

Rodent Rascals: Starred reviews from *Kirkus*, *BookList*, *Publishers Weekly*; Cybill Award Nominee in Nonfiction, 2018; Bank Street Best Books of the Year 2019 List for STEM

Masterpiece Mix: Bank Street Best Books of the Year List; *Wall Street Journal's* Best New Children's Book

EcoMazes: 12 Earth Adventures: Starred review, *School Library Journal*; CYBIL Nominee (Children & Young Adult Bloggers Literary Award); Smithsonian: Great Science Books for Children 2010

Busy Builders: Bank Street Center for Children's Literature (CCL) Cook Prize Silver Medal for STEM

Hatch!: Children's Book of the Month Club; CBC "Go Green!" Summer Reading List; CYBILS Award Nominee for Nonfiction; Eric Carle Museum Best Book of 2011 List; Outstanding Science Trade Book for Students K-12, National Science Teachers Association (NSTA) & Children's Book Council (CBC); Society of School Librarians International Honor Book Award; Bank Street College Best Books of 2012, with Outstanding Merit; Arkansas Diamond Primary Book Award Finalist
Christmastime in New York City and *Blimps*: New York Times Best Children's Books List

Blimps: NSTA-CBC Outstanding Science Trade Books for Children; *New York Times* Best Picture Book of the Year

Market Maze: Kirkus Starred Review; Reading Rockets (WETA) Summer Reading List 2015
Gargoyles, Girders & Glass Houses; *Crocodiles, Camels, & Dugout Canoes*; and *The Inside-Outside Book of Washington DC*: NCSS-CBC Notable Children's Trade Book in the Field of Social Studies

The Inside-Outside Book of Washington DC: IRA/CBC Books Means Business List; *Horn Book Star Mazescapes*: *School Library Journal* Starred Review; *Parenting* magazine Pick of the Month; Scholastic Book Club^[SEP] *Inside-Outside Dinosaurs*; *Amazement Park*; *Doors*; *Circus and Ranch*: Children's Book of the Month Club

The Inside-Outside Book of Libraries: *School Library Journal* Starred Review; SLJ Best Book of the Year; *Smithsonian* Notable Books for Children; American Booksellers Pick of the Lists; *Horn Book Guide* Starred Review; Finalist: Nevada Young Readers Award; Rhode Island Children's Book Award nomination; Lasting Connections, ALA; Texas Reading Club; *San Francisco Sunday Examiner & Chronicle* "Editor's Choice"; Bank Street College Best Book Choice; Children's Crown Award Nominee

Feathers, Flaps & Flops: *School Library Journal* Starred Review; SLJ Best Book of the Year; Center for Children's Books Best Book of the Year List^{[L][SEP]}

Doors: *Child Magazine* Best Book of the Month; *Horn Book* Best Summer Reading List; CBOM; Bank Street College Best Children's Books of the Year Selection; Tumblebooks Pick; Best New Book selection, *Scholastic Parent & Child*

Ranch: 2006 NAPPA (National Parenting Publication) Family Honors Award; CBOM Club Selection; Texas Reading Club 2009

Rodeo: Ten Best Texas Books of the Year Choice, *Houston Chronicle*; Finalist, Texas Institute of Letters, Friends of the Austin Public Library Award for Best Children's Book

Desert Days, Desert Nights: Science Book Club Choice

Mazeways: A to Z: 2008 Edition of Bank Street College of Education's Best Children's Books of the Year; Chicago Public Library Children's Books for Year Round Giving List

Inside-Outside Dinosaurs: Kansas National Education Association Reading Circle Recommendation; ReadKiddoRead: Ultimate Summer Reading List 2010

Amazement Park: *Washington Post* "Best Books for Boys" pick; *Horn Book* Summer Reading List; "Reading Rockets" Summer Vacation List; Children's Book of the Month Club

Gargoyles, Girders & Glass Houses: Bank Street College Best of the Year List

Wild West Trail Ride Maze: Bronze Medal, Interactive Children's Books (IPPY, Independent Publishers)

Other book awards include *American Bookseller* Pick of the Lists, *Booklist* and *Publisher's Weekly* starred reviews; NYPL: 100 Titles for Reading and Sharing; works from *The Inside-Outside Book of New York City*; *The Inside-Outside Book of Paris*; *The Great Bridge-Building Contest*; and others chosen for The Original Art Exhibit, Society of Illustrators, NYC^{[L][L][L][L][SEP][SEP]}

Social:

Quarterly Studio Newsletter: <https://www.roxiemunro.com/newsletterblog.html>

WEBSITE: www.roxiemunro.com

TWITTER: <https://twitter.com/roxiemunro>

FACEBOOK: <https://www.facebook.com/RoxieMunroStudio>

LINKEDIN: www.linkedin.com/in/roxiemunro

INSTAGRAM: <https://www.instagram.com/roxiesstudio/>

YOUTUBE CHANNEL: <https://www.youtube.com/roxiemunro/videos>

PUBLISHERS MARKETPLACE PAGE: <http://publishersmarketplace.com/members/roxiemunro/>

BLOG: <http://roxiemunro.wordpress.com/>

AMAZON PAGE: amazon.com/author/roxiemunro

KidLit TV: <http://kidlit.tv/>

NONFICTION MINUTE: <http://www.nonfictionminute.org/>

INKTHINKTANK: <http://inkthinktank.org/>

PINTEREST: <https://www.pinterest.com/roxiemunro/>