

Book Distribution

NBDCK shall coordinate the distribution of approximately 3,000 titles of each Burt Award winner to schools and libraries in their network and beyond. The aim is to give youth and the wider community access to the books. The publishers will, with their additional 2,000 copies or more, commit to sell the titles commercially and appeal to the Ministry of Education to include the acceptable titles on its list for purchase by schools.

Reading Promotion and Involvement of Youth

The promotion of the winning titles and the authors is a major component of the Award, as the involvement of the youth will popularize the Burt Award titles. Publishers, with the support of the NBDCK, will organize reading promotion activities in schools and communities in addition to widely publicizing the Award through various media outlets. Some ideas for reading promotion include:

- Hosting essay writing competitions
- Organizing authors' speaking tours in schools and communities
- Radio dramatizations, etc.
- Organizing reading competitions

Beneficiaries will include (but not limited to) authors, publishers, booksellers/distributors, educationists, librarians and readers.

ADMINISTRATION & COORDINATION OF THE AWARD

CODE is ultimately responsible for the Burt Award for African Literature and the rolling out of writing

and reading activities in various countries, but the administration and direct coordination of the Award in individual countries is handled by CODE's partner organization in each country. In the case of Kenya, the National Book Development Council of Kenya (NBDCK) is the coordinating organization.

Sponsored by:



code



For more details about the Burt Award, please contact:

The National Book Development Council of Kenya
P.O. Box 10904 - 00100 NAIROBI, KENYA
Tel. 254 020 2721876; 2725006,
Cell Phone +254 770 108 556
Email: info@nationalbookcouncilkenya.org,

www.nationalbookcouncilkenya.org



THE BURT AWARD FOR AFRICAN LITERATURE



THEME:

Supporting and encouraging a love for reading and writing culture for young adults

VISION

The Burt Award for African Literature is a newly created award to recognize excellence in young adult fiction from Africa with the goal of increasing the literacy skills of our youth while fostering the love of reading. Sponsored by a Canadian who is a long-time supporter of the Canadian Organization for Development through Education (CODE) - Bill Burt - the intent of the award is to generate excellent quality English language literature that would both contribute to one's pride in nation-building and at the same time provide books that are fun and entertaining to read.

OBJECTIVES OF THE AWARD

- To recognize excellence in literature for our youth
- To support and motivate the development of supplementary reading materials for a critical stage of learning - the transition period between primary and secondary school.
- To strengthen the English language skills of the Kenyan youth and help foster enthusiasm and love for reading.
- To stimulate and support the African publishing industry and the development of African literature.
- To increase the stock of English readers in established school and community libraries.

DESCRIPTION OF THE AWARD

General Criteria

The titles to win the Burt Award should be of excellent quality, have mass appeal to young readers (age

12-18 years) and portray strong and admirable principal characters.

Specific Criteria for the Award's Writing Competition

- The manuscripts shall be written in English and show the mastery and use of the English language.
- The manuscripts should be thought-provoking and original.
- The manuscripts should show creativity, readability, and suitability to adolescents and young adults (12 to 18 years old).
- The manuscripts should portray strong and admirable principal characters.
- The manuscripts should use humor and/or suspense to entertain and captivate the reader.
- The manuscripts should deploy dialogue and drama to become lively to read.
- The manuscripts should reflect modern realities and address some of the social problems which are facing adolescents and young readers today.

Submissions that have the potential to evolve into a book series or sequel are welcome.

BENEFICIARIES

There are up to three awards presented annually: **first, second and third prize, valued at CAN\$12,000, \$6,000 and \$3,000 respectively.** The monetary prizes are given to the authors, while

publisher(s) win a guaranteed purchase order of approximately 3,000-5,000 copies per title to be distributed through NBDCK's network of schools and libraries. To win a contract, publishers are expected to agree to print 60% greater than the total purchase order in order to expand the distribution of the title. Each winning title will be printed with the Burt Award decal which will provide name recognition and increase the marketability and status of the titles.

Process for Publishing Manuscripts

Once the winning manuscripts are shortlisted, they shall be tendered to publishers who will then work with the authors to finalize them for publishing. Once published, the three winning titles are reviewed again and categorized as first, second and third place winners. In future years, the Award will evolve to only accept manuscripts through publishers. This is to encourage publishers to collaborate with authors right from the start. It will also help close the gap between a writing competition and a literary award.

Writers' Workshops

The Burt Award is both a literary Award and a project to get high quality works of fiction for youth published, distributed and read. As part of the Award's mandate to support the production of high quality literature, writing and/or editing workshops will be held for emerging and aspiring writers to develop their writing skills for producing literature materials in English for young readers.