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BC TEEN AND SENIOR TEAM UP TO TACKLE NEW PUBLISHING TECHNOLOGY

BC Retiree and High School Student Use Tools Offered by Competitors Apple and Amazon to Self-Publish Multi-cultural, Multi-media Book

New technologies like e-books, story apps, and e-readers have thrown the publishing world into upheaval. As traditional systems give way to new opportunities provided by technology, more and more authors are taking publishing matters into their own hands.

When Rebecca Kool's children's book, *Fly Catcher Boy*, went out of print in 2011, she wasn't ready to see the story disappear from circulation. After waiting more than ten years to find the right publisher for her book, the 60-year old retired Vancouverite wasn't planning on waiting around another ten years to find a new publisher.

Using English and Japanese words, *Fly Catcher Boy* introduces readers to Japanese language and culture, which Kool feels play an important role in teaching children about the world outside their own neighbourhood. Excited by the idea of using *manga*-style illustrations to bring her story to life, Kool paired up with a talented BC teen - Hailey Sabourin - who was keen to illustrate the story.

When Apple announced the release of iBooks Author in early 2012, the software received a mixed reception by creative professionals due to some of the licensing restrictions. After wading through the hype and reading the fine print, Kool saw more opportunity than risk, and under the direction of publishing consultant Crystal Stranaghan, became one of the first in Canada to publish a multi-media picture book using iBooks Author.

Kool explains, "Interactive e-books seemed the right fit for introducing kids to other countries' language and culture. The print version rounds out the package." She knew she wanted to have both a digital version with audio to help with pronunciation of the Japanese words, and a print version with a supporting website for those without access to an iPad. CreateSpace was used for Print on Demand publishing of the print book, which also secured worldwide distribution for the print book through Amazon.

Kool's advice to those plunging into the multi-media book publishing waters? "Choose your creative team as carefully as you would a prospective mate. I needed a tech savvy project director, an illustrator who specialized in *manga* and a dynamic narrator who spoke Japanese for the audio track. The team did incredible work. I'm very proud of our finished product." *Fly*

Catcher Boy is available as a multi-media iBook for iPad through the iBookstore, and print copies worldwide through Amazon.

Creating bi-lingual story experiences for children is Rebecca Kool's passion. She loves opening windows for readers into another country's culture and language through her stories and her live Kamishibai presentations. She is now hard at work on her next dual-language book.
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If you'd like more information about this topic, or to schedule an interview with Rebecca Kool, please call Rebecca Kool at 604-542-5870 or e-mail Rebecca at Rebtak1@yahoo.com