# THE STORYTELLERS FOUNDATION

*Demystifying Publishing*

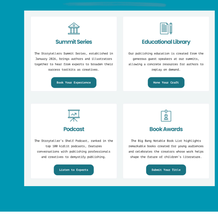


## Our Mission

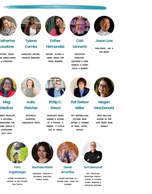
The Storytellers Foundation is home to The Big Bang Notable Book List and The Storyteller's Shelf Podcast, whose 2025 debut season earned us the honors of being ranked by MillionPodcasts as one of the best podcasts for children's literature, a top listened to new podcast of the year by Spotify, and in the top 100 in our category. We are champions of children's literature from board books through young adult! Join us, hosts and directors Jackie Garcia-Morales and Theresa Maria Villarreal, as we:

- explore the art of storytelling and how to write well,
- demystify publishing for creatives and aspiring professionals; and
- guide our listeners through the ever-evolving literary landscape.

## What We Do




## Our Voices




## Our Founding Family



Our podcast helps spotlight creatives, publishers, and career pathways. We've had the pleasure of starting our organization with guests who have big names and larger hearts like Lois Lowry (Author of THE GIVER), Kwame Mbalia (Disney-Hyperion Publisher), Eric Litwin (NYT Bestseller), Max Beaudry (Emmy-Winning Screenwriter), Mary Kole (Legendary Editor & Former Agent), and more. Our guests are global, coming from USA, Canada, United Kingdom, Nigeria, Egypt, Australia, and Singapore.

View our Season 1 guest list here




## Our 2026 Debut Summit Series




Powerful remote summit experiences geared at author growth.

## The Big Bang Notable Book List

A children's book award dedicated to honoring titles that expand the minds of young readers separated by age categories, including illustrator and diverse pathway recognition. Entries in 2025 came from memorable imprints such as *Neal Porter Books, Lee & Low, Gloo Books, Annick Press, Candlewick Press, Scholastic Kids, Flamingo Books (PRH), Elsewhere Editions, Henry Holt & Co., Gibbs Smith*, and more.

BIG BANG
NOTABLE BOOK
The Storyteller's Shelf Podcast

## StoryRise Suite: Publishing Tech Expansion

The Storyrise Suite is a writing and publishing ecosystem designed to help aspiring writers develop their work, stay organized, and move toward publication with clarity and confidence. Our trademarked platform includes a dedicated project management system for authors where they can draft manuscripts, map story elements, and track progress in one cohesive workspace. It replaces the scattered tools and workflows that often prevent writers from finishing their books.

Beyond writing, The Storyrise Suite provides a full professional pathway for storytellers. The platform includes a curated freelance directory that connects authors with editors, illustrators, and book designers, as well as StoryTracker and StoryManager, a modern query management system that allows authors to submit to agents and enables agents to review and manage submissions efficiently within one streamlined platform. Together, these components create a connected journey from idea to industry access.

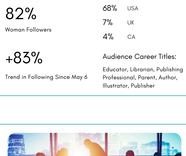
At its core, The Storyrise Suite is built on a human-first philosophy. It equips writers with structure, discipline, and real-world opportunities that strengthen their craft and preserve creative integrity. The mission is to support serious writers in becoming published authors, and the vision is a more accessible and transparent publishing landscape where strong stories can rise.

We are actively open to strategic partnerships that align with this vision and expand access for the next generation of storytellers. If you value writing craft, the writing process, and publishing communication, we encourage you to reach out to us.

Visit getstoryrise.com for current availability.

Historical audience snapshots from the original media kit. Figures have not been refreshed for September 2026.

## Instagram STATISTICS



Top Age Ranges

| | |
|---|---|
| 30% | 25-34 |
| 25% | 35-44 |
| 18% | 18-24 |

May - June: Snapshot Trend in Accounts Reached

8k views
+45.6% reached

Engagement Rate: Followers:Non-Followers 50.9%:49.1%

Main Demographic

82%
Woman Followers

+83%
Trend in Following Since May 6

Audience Located

| | |
|---|---|
| 68% | USA |
| 7% | UK |
| 4% | CA |

Audience Career Titles:
Educator, Librarian, Publishing Professional, Parent, Author, Illustrator, Publisher

## LinkedIn STATISTICS

As of May 2025



Visitor Industry Demographics for May 2025

| | |
|---|---|
| 34% | Book Publishing Professionals |
| 24% | Writing & Editing |
| 20% | Book & Periodical Publishing |

Visitor Demographics
58% Media & Communications

Follower Audience Located

| | |
|---|---|
| 17% | NYC metro |
| 6% | Philly metro |
| 15% | USA (general) |
| 18% | London, UK |

Visitor Audience Located

| | |
|---|---|
| 31% | IL, USA |
| 10% | TX, USA |
| 9% | NY, USA |

Impressions (7 Day Snapshot)
2.5K

Search Appearances
+247%
In last 7 days (May 30-June 6)

## Spotify & Youtube STATISTICS

As of April 2025

**Top Performing Episodes**

What Kidlit Editors Looks For | Catherine Laudone
How to Land a Literary Agent | Elizabeth Copps
Know Your Rights: Contract Legalese | Erin Rodgers
Write for Kids' TV & Media | Max Beaudry
Empowering Authors & Illustrators | John Parra

**Viewer Demographics & Value**

Viewers: Majority - 25-44 Female; ~140,000 impressions

## Email Newsletter STATISTICS

65% avg open rate
Low: 62% - High: 79%

## Connect With Us

Visit Our Website

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thestorytellersshelfpodcast@gmail.com
storytellers@getstoryrise.com