

**CREATING
KIDS
PROGRAMMING**

COMICSPRO 2025



WHY IS KIDS PROGRAMMING IMPORTANT TO YOUR STORE GROWTH?

HOW DO YOU CREATE A KIDS PROGRAM THAT WORKS FOR YOUR STORE?





DC
THE AMAZING ADVENTURES OF THE SUPER-PETS!
Coast City

ALL-NEW THRILLS ON THE FAR-FLUNG WORLD OF VENUS, FEATURING THE CHARACTERS CREATED BY BOB FOSTER'S GREATEST STORYTELLER!
Edgar Rice Burroughs
THE FLAMES BEYOND
CARSON OF VENUS
WRITTEN BY CHRISTOPHER PAUL DAREY
ART BY CYRUS HERARD
COVER ART BY EDWARD MCGEE
MICHAEL KALUSA

AMERICAN ANIMATION PRODUCTIONS FUNNY BOOKS
THE FRIENDLY GHOST
Casper's CAPERS



BUILD A KIDS PROGRAM IN A SNAP

INTRODUCTION

Hi I'm Shannon Live, Co-Founder and President of Bat City Comic Professionals, a 501(c)(3) educational non-profit and two-time Eisner-finalist comic book store!

At Bat City, Kids Programming is at the center of what we do, not only because we're an educational organization, but because we know kids are the future of our industry.

VALUE ADD OF KIDS PROGRAMMING



COMMUNITY RECOGNITION

Having kids programming is a great way to expand your reach in the community.

Schools, libraries, organizations, and parent blogs/groups will begin to promote you and work with you based on kids activities.

INCREASED SALES OVERALL

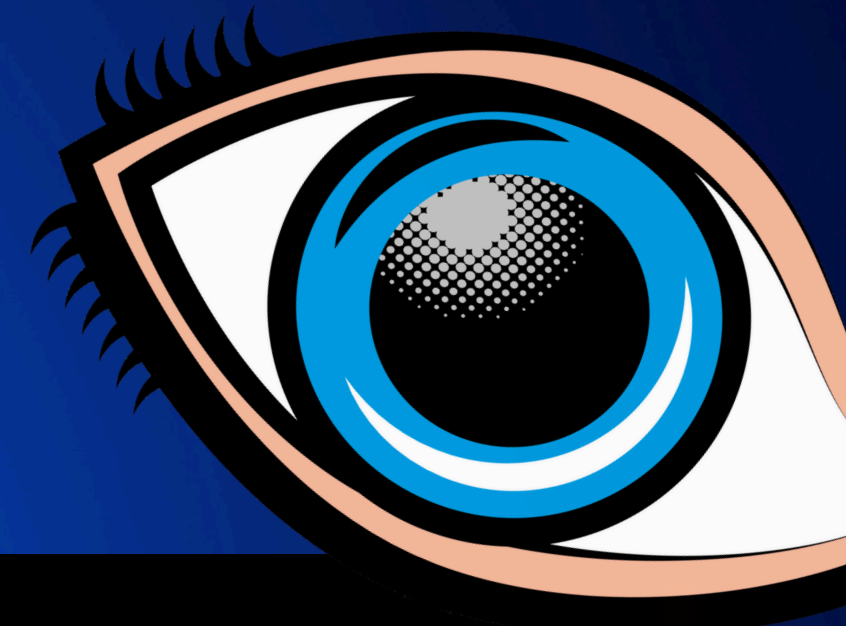
More customers of any kind will generally translate to more sales, but bringing in kids and families as a regular customer base will actively improve your current sales while helping you build a new customer base for the future.

VALUABLE FOR KIDS AS LEARNERS

And of course, it's valuable for the kids too! We know that kids who read comics have stronger vocabulary and comprehension skills. So, providing kids programming allows us to help fill some gaps in education.



WHAT DOES YOUR KIDS PROGRAMMING NEED



FUN, FUN, FUN

How will your kids program be fun for the kids (and maybe the parents too)?

Will there be:

- Games
- Arts and Crafts
- Freebies
- Theme Days

REPETITION

Building an audience can take a long time. So, be sure you're doing the following to build routine:

- Consistent scheduling
- Constant promotion (especially to the same audiences)
- Repeating concepts

EDUCATION

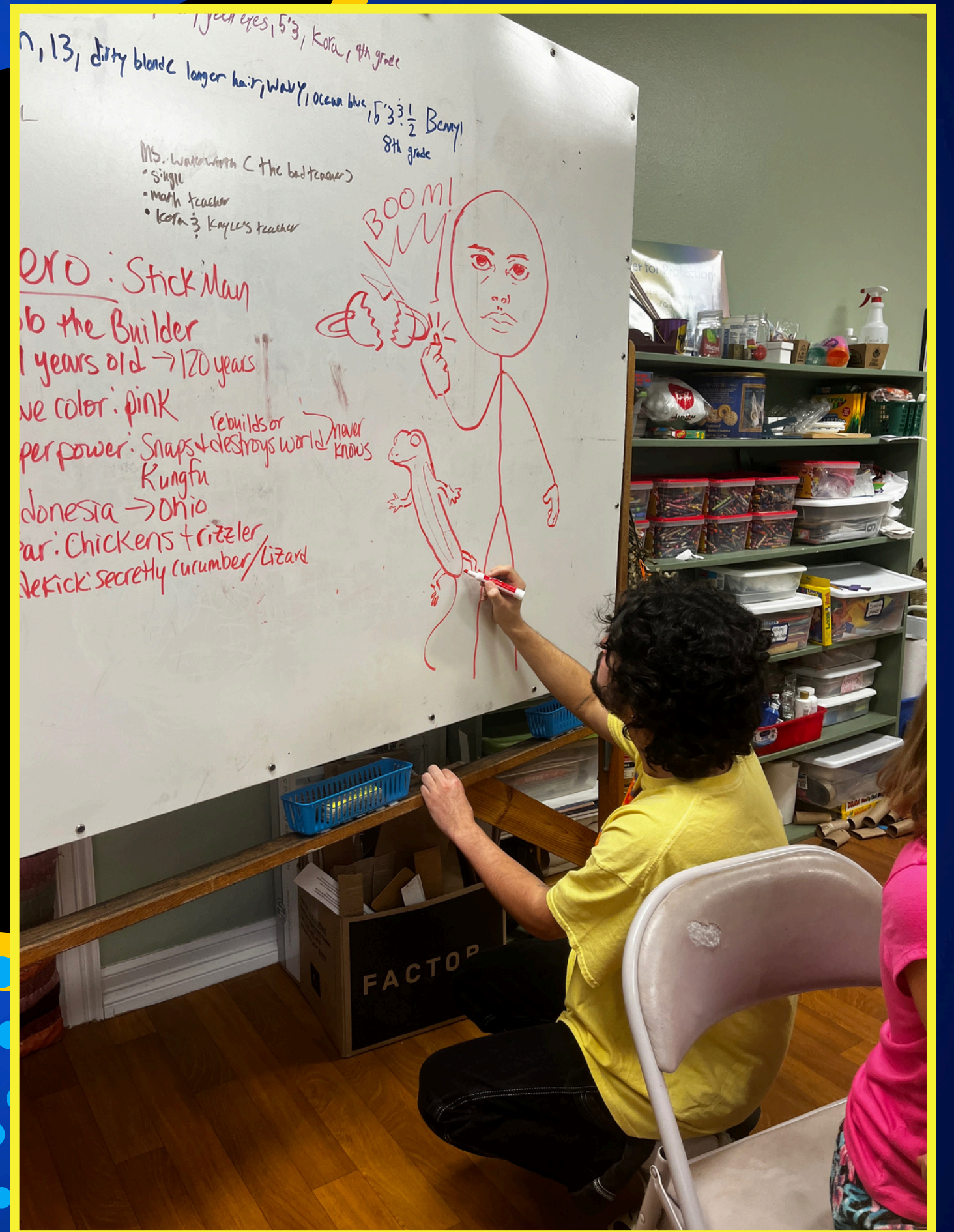
Mom and Dad love something that gets the kids out of the house. They love it even more when it's educational.

Give your program:

- A learning concept
- An active element for family learning
- A takeaway



WHAT TYPES OF KIDS PROGRAMS ARE THERE



THE EASY ONES

Don't feel like you have to jump into the deep in to get started. There are lots of quick, easy things you can do to start building kids programming.

COLORING

Coloring sheets of all fandoms are available online and are an easy way to give kids something to do.
www.mondaymandala.com



CRAFTS

Craft days are great to draw families in at the slow times. You provide the supplies, and they'll come! Run a special on kids books while they're there!



STORYTIMES

A consistent storytime will build an audience. Don't be afraid to try it during the week to get stay-at-home parents in the door. And don't quite when they have no one there.







THE BIG ONES



If you want to get wild, you can make your kids programming as big as you want. Here are some ways to do that:

BOOK CLUBS

Create a monthly book club for kids where they meet in-store to read and discuss books.

FIELD TRIPS

Create a program that brings schools and groups into the store for field trips.

WRITING CLASSES

Create a collection of comic or zine writing classes that are offered regularly.

CONS AND BOOK FAIRS

Create comic cons and book fairs for your community, in-store and beyond.

ART CLASSES

Create art classes that can be taught by local artists to bring families in regularly.

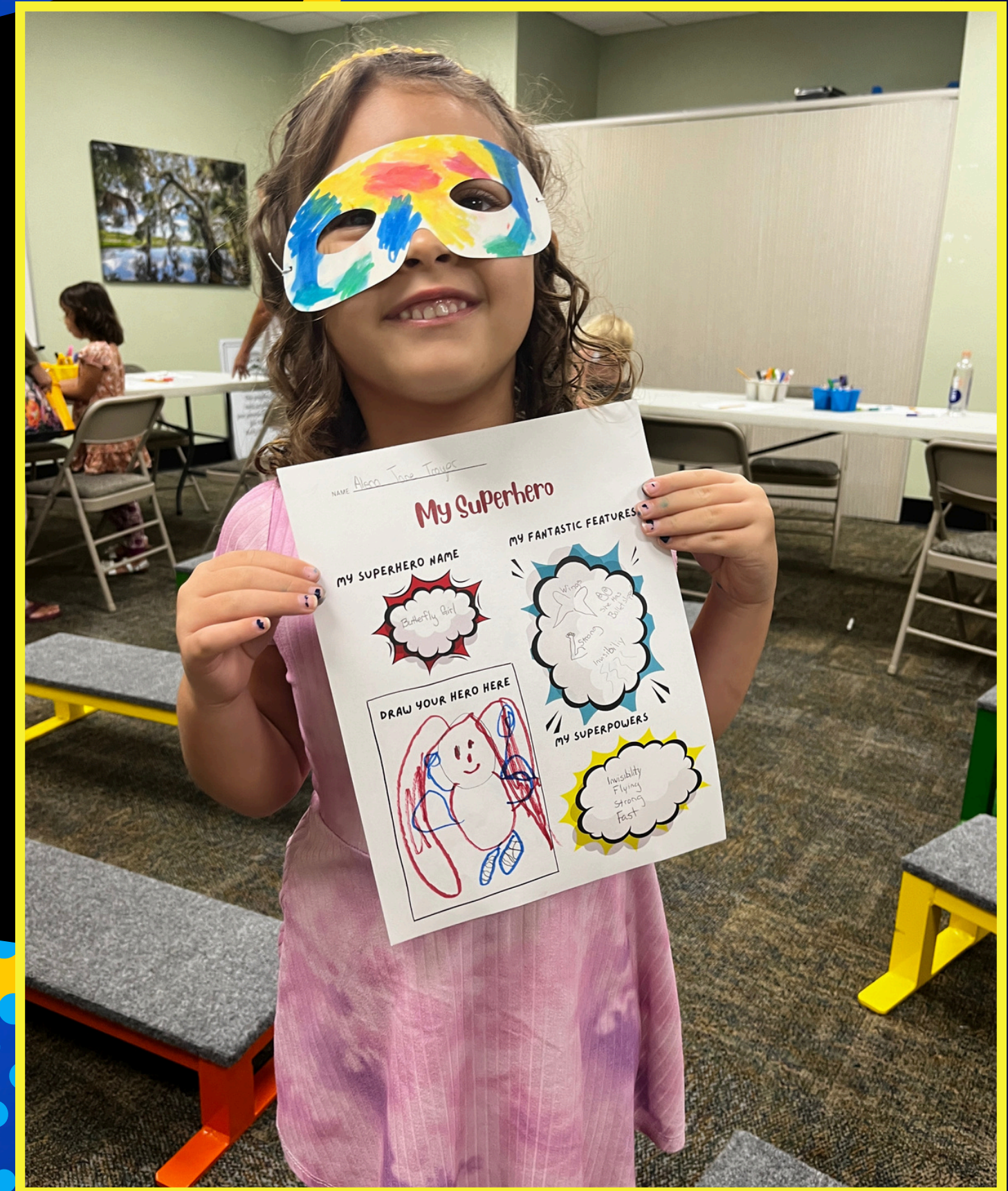
THEME DAYS

Create themed activity days that bring fans of books/movies into the shop.



HOW TO BUILD A KIDS CLUB

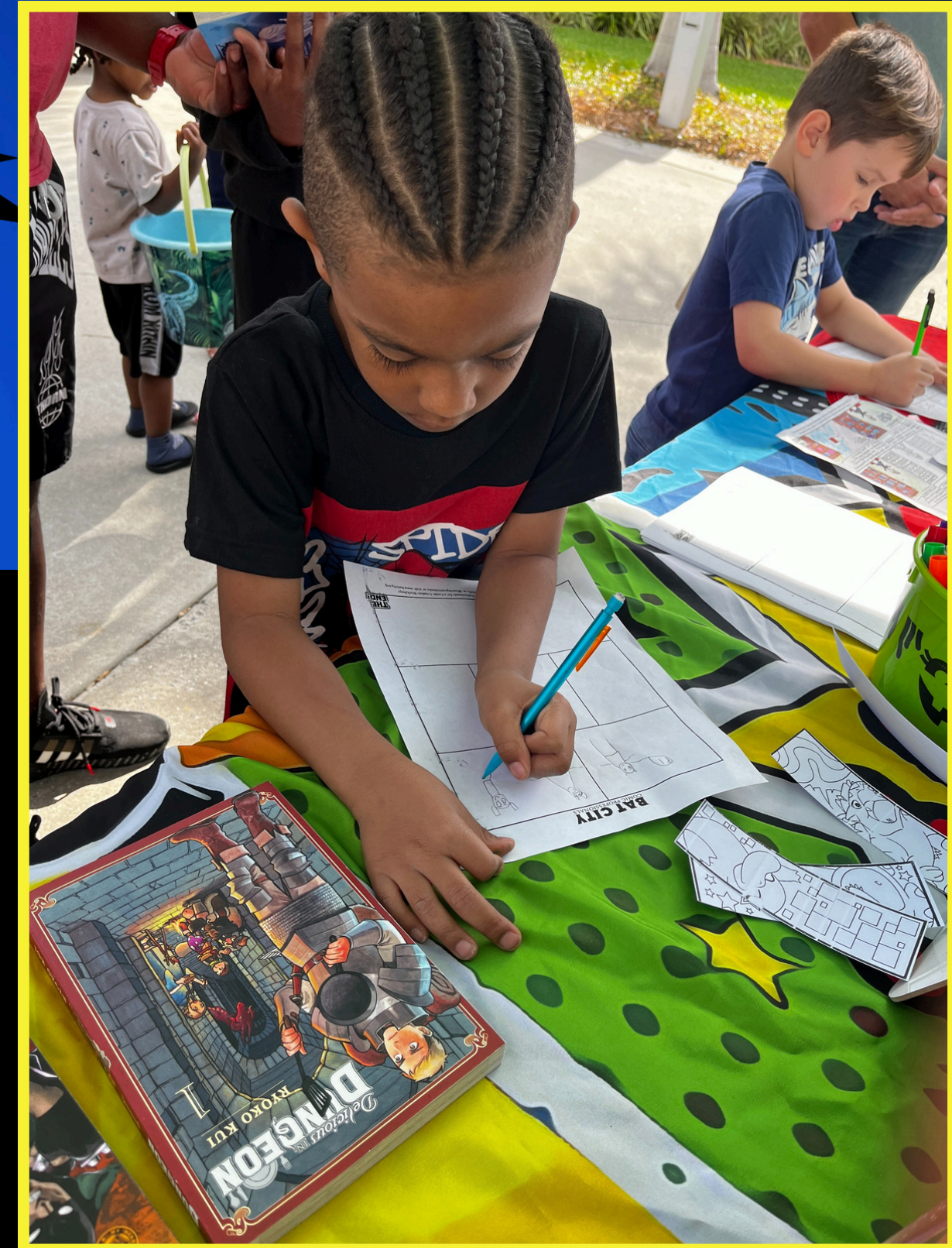
The Nuts and Bolts



WHAT BENEFITS DO I OFFER MEMBERS



- READING LOGS
- MEMBERSHIP CARDS
- EXCLUSIVE MERCH
- NEWSLETTER WITH ACTIVITIES AND INFORMATION
- DISCOUNT ON REGULAR PURCHASES
- A FREE ISSUE EACH MONTH FROM SELECTED TITLES
- DISCOUNT ON PAID ACTIVITIES LIKE WORKSHOPS, CAMPS, PARTIES, ETC.
- MONTHLY SUBSCRIPTION BOX?



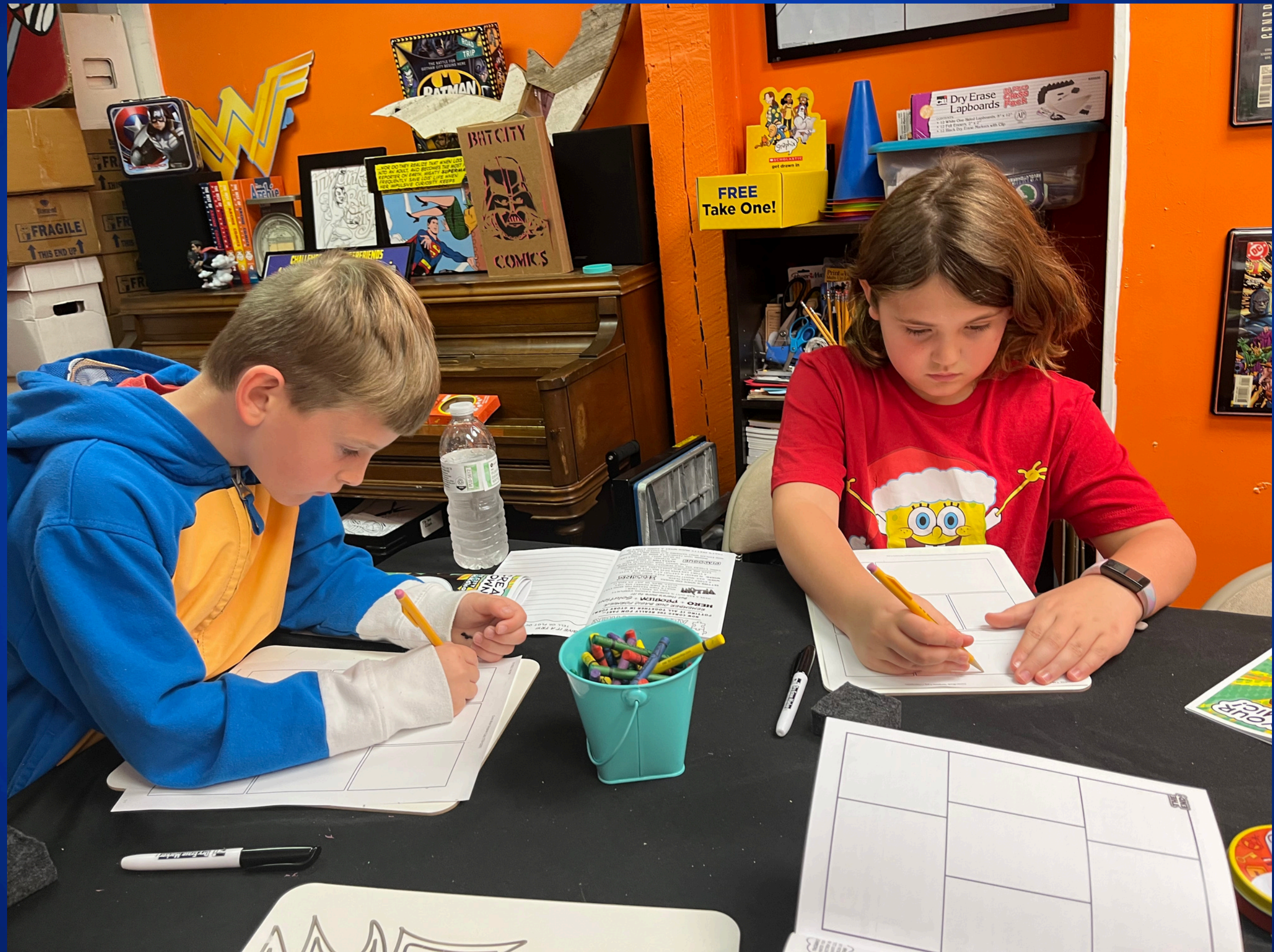


HOST MEET UPS



PLAN TO HAVE SPECIAL KIDS CLUB DAYS AT LEAST ONCE A MONTH. IT DOESN'T HAVE TO BE A MEETING, IF YOU DON'T INTEND TO HAVE A BOOK CLUB, BUT HAVE SOMETHING THAT LETS PEOPLE KNOW THAT KIDS CLUB EXISTS!





WHAT DO WE DO AT A KIDS CLUB MEETING

- ARTS & CRAFTS
- READ ALOUDS/STORYTIMES
- THEMED PARTIES
- SCAVENGER HUNTS
- CREATOR VISITS (IN-PERSON OR ONLINE)
- GAME DAYS



WHAT DO WE DO AT A KIDS CLUB MEETING

READING PROGRAMS

Set it up:

- Free or Discounted Books
- Readaloud/Storytime
- Newsletter

THEME DAYS

Set it up:

- Activities
- Costume Contests
- Sales and More

WRITING & ART

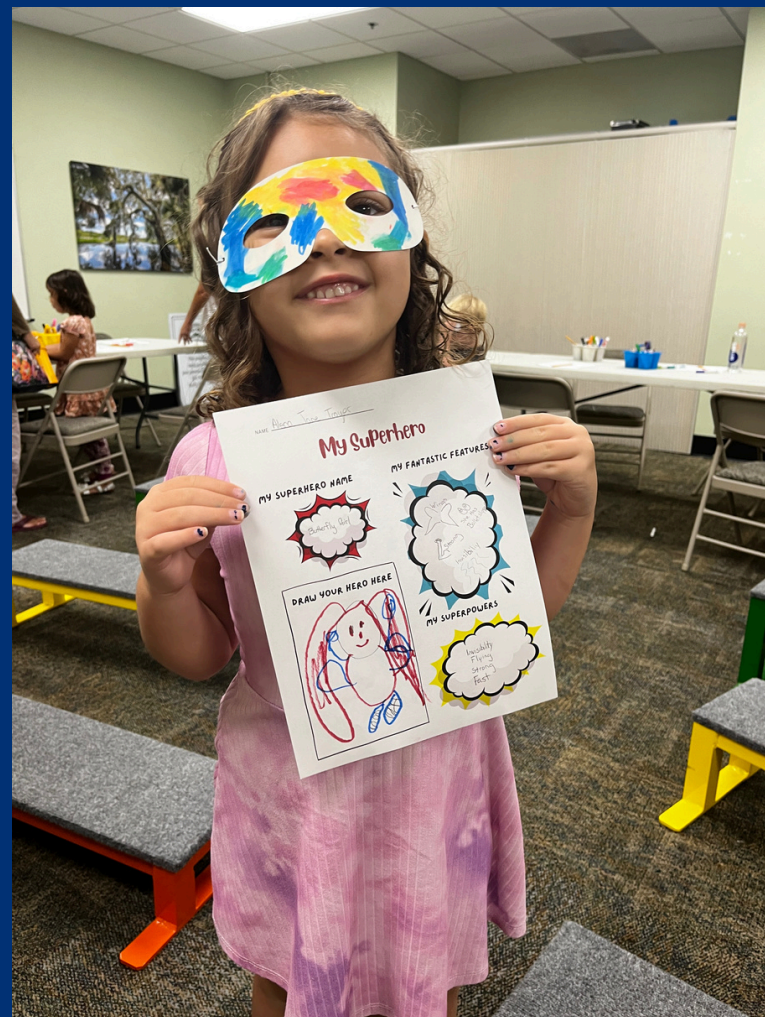
Set it up:

- Local Creators Teach
- Workshop or Camps
- Large or Small Program

OTHER ACTIVITIES

Set it up:

- Get creative
- Connect with other orgs
- Try new things each month



GAINING MEMBERS

IN ORDER TO HAVE A CLUB, YOU NEED MEMBERS!

IT IS GOING TO TAKE A MINUTE TO BUILD A RECURRING GROUP OF KIDS CLUB MEMBERS, BUT HOW AND WHERE DO YOU GET THE WORD OUT IN THE FIRST PLACE?



STORE SOCIAL MEDIA

dON'T JUST POST ABOUT IT, CREATE EVENTS FOR EVERY ACTIVITY

STORE NEWSLETTER

CREATE A NEWSLETTER FOR ALL CUSTOMERS AND A SEPARATE ONE FOR PARENTS OF KIDS CLUB MEMBERS TO KEEP UP WITH ACTIVITIES

SCHOOLS

USE YOUR LOCAL PTO, SCHOOL CONNECTIONS, AND PEACHJAR TO LET PARENTS KNOW YOU HAVE A PROGRAM

LIBRARIES

PARTNER WITH LIBRARIES, USE THEIR COMMUNITY BOARDS TO POST INFO

LOCAL KIDS ORGS

SCOUTS, BOYS & GIRLS CLUBS, YMCAS, ETC

PARENT BLOGS

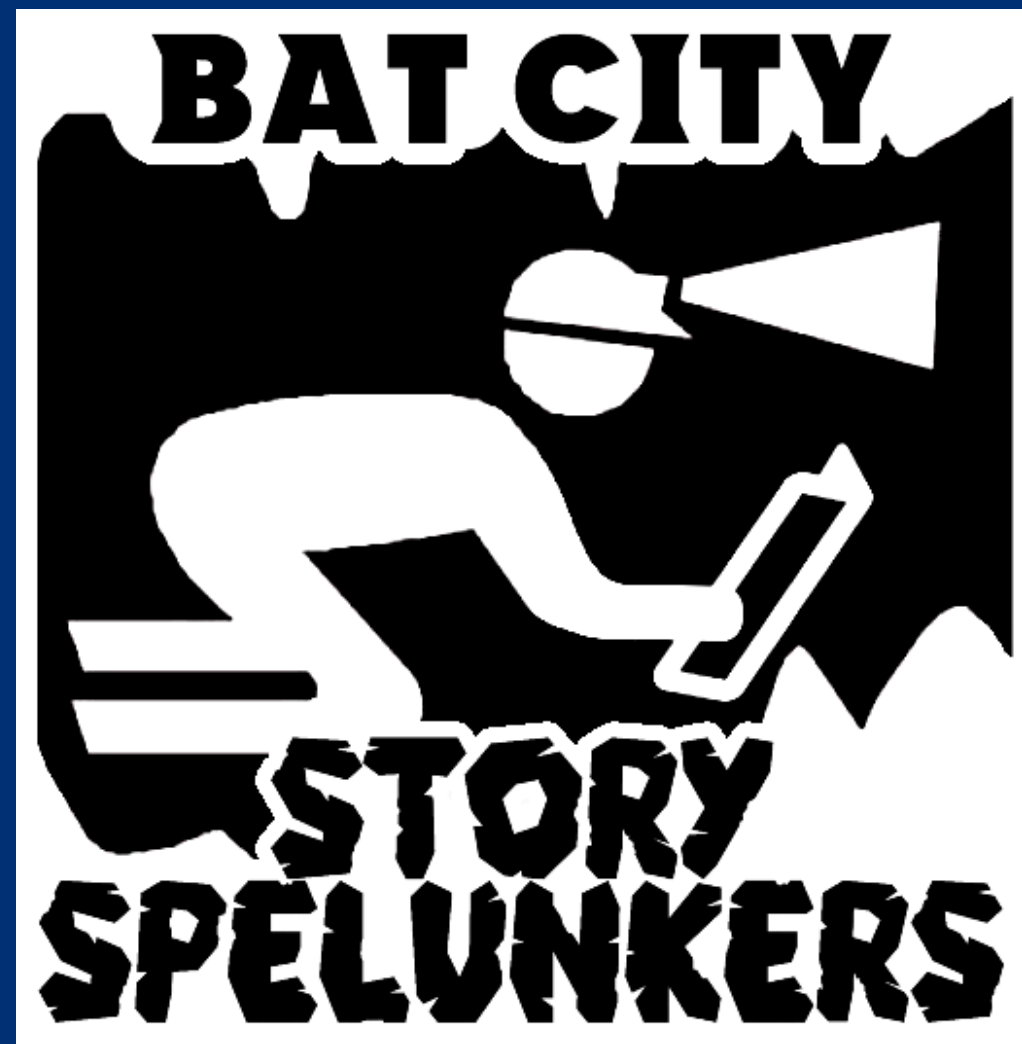
THE BEST PLACE TO MARKET YOUR PROGRAMMING IS STRAIGHT TO THE PARENTS!

CHAMBER OF COMMERCE

YOUR LOCAL CHAMBER MAY BE A MARKETING PARTNER. REACH OUT AND FIND OUT HOW TO LIST EVENTS WITH THEM.

COMMUNITY EVENTS

ATTEND OTHER COMMUNITY EVENTS AND OFFER SIGN-UPS, PASS OUT INFO WHILE YOU'RE THERE



BUT DO YOU HAVE A KIDS SECTION

- Dog Man
- Bluey
- Diary of a Wimpy Kid
- Hilo
- Baby Sitters Club
- Disney titles
- Investigators
- Sonic
- Wings of Fire
- My Little Pony
- Five Nights
- Warriors
- Roblox
- Minecraft

OTHER KID SECTION TIPS

LOCATION

Front vs Back of the Store?

SINGLE ISSUES

Short boxes? Spinner Racks? Do you have issues for kids?

COLORING STATION

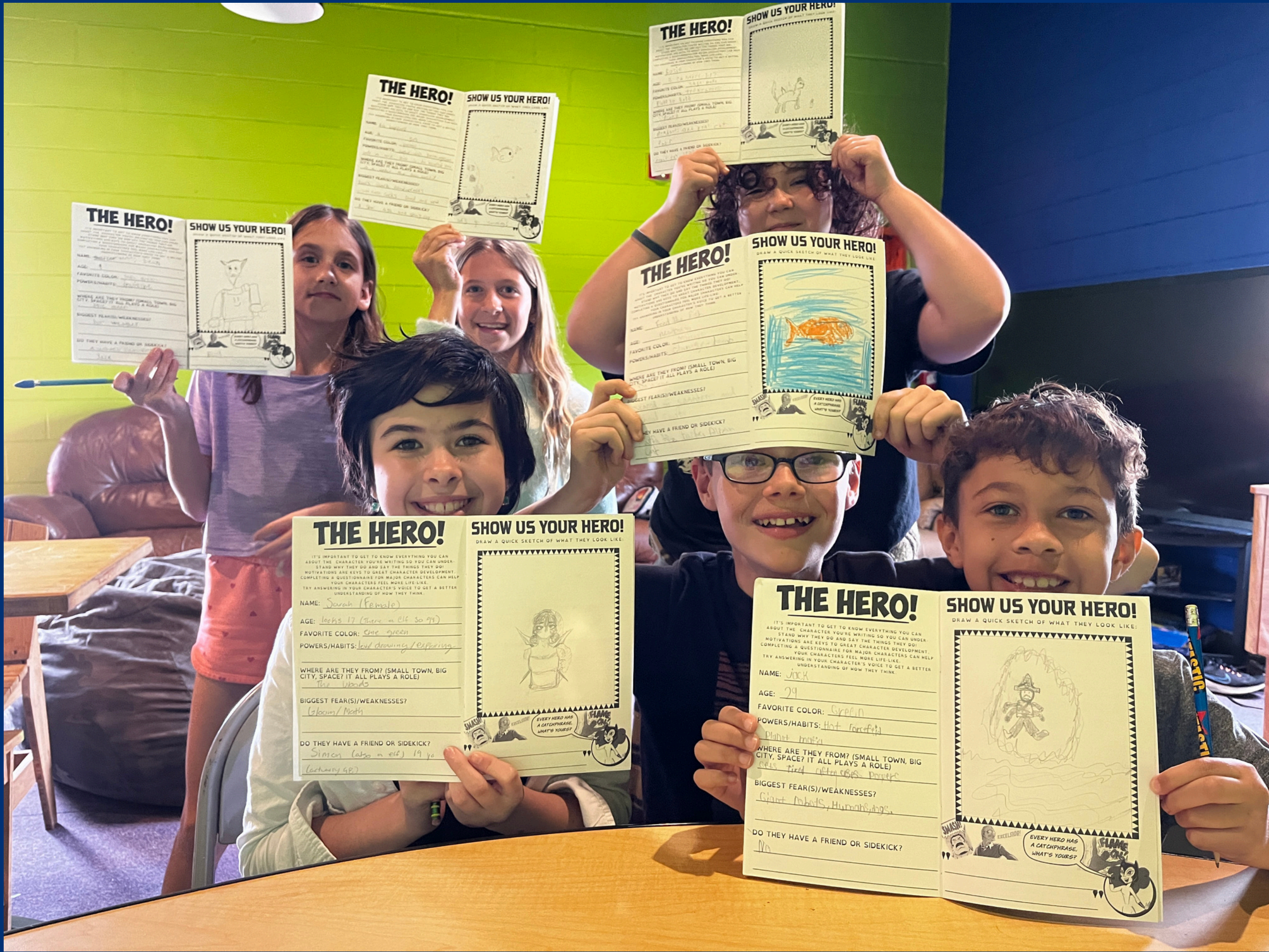
Is there an activity available at all times to give kids something to do?



YOUR TURN

Now is your chance. Take a minute and think of three things you could do in your store tomorrow to bring Kids Programming to life!

Let's talk it out and see if there's a way we can help bring it to fruition soon!



THE HERO! **SHOW US YOUR HERO!**
DRAW A QUICK SKETCH OF WHAT THEY LOOK LIKE

IT'S IMPORTANT TO GET TO KNOW EVERYTHING YOU CAN ABOUT THE CHARACTER YOU'RE WRITING SO YOU CAN UNDERSTAND WHY THEY DO AND SAY THE THINGS THEY DO! MOTIVATIONS ARE KEYS TO GREAT CHARACTER DEVELOPMENT. COMPLETING A QUESTIONNAIRE FOR MAJOR CHARACTERS CAN HELP YOUR CHARACTERS FEEL MORE LIFE-LIKE. TRY ANSWERING IN YOUR CHARACTER'S VOICE TO GET A BETTER UNDERSTANDING OF HOW THEY THINK.

NAME: Smalltown Hero
AGE: 12
FAVORITE COLOR: Red
POWERS/HABITS: Smalltown Hero

WHERE ARE THEY FROM? (SMALL TOWN, BIG CITY, SPACE? IT ALL PLAYS A ROLE)
Smalltown

BIGGEST FEAR(S)/WEAKNESSES?
Smalltown

DO THEY HAVE A FRIEND OR SIDEKICK?
Smalltown

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NAME: Sarah (Female)
AGE: looks 17 (there in elf so 99)
FAVORITE COLOR: one green
POWERS/HABITS: leaf drawing / exploding

WHERE ARE THEY FROM? (SMALL TOWN, BIG CITY, SPACE? IT ALL PLAYS A ROLE)
The Woods

BIGGEST FEAR(S)/WEAKNESSES?
loblom / death

DO THEY HAVE A FRIEND OR SIDEKICK?
Simon (also in elf) 19 yo (looking 40)

THE HERO! **SHOW US YOUR HERO!**
DRAW A QUICK SKETCH OF WHAT THEY LOOK LIKE

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NAME: Jack
AGE: 29
FAVORITE COLOR: Green
POWERS/HABITS: Hot fireproof

WHERE ARE THEY FROM? (SMALL TOWN, BIG CITY, SPACE? IT ALL PLAYS A ROLE)
Small town

BIGGEST FEAR(S)/WEAKNESSES?
Small town, Robots, Humans, Dogs.

DO THEY HAVE A FRIEND OR SIDEKICK?
No

**THE
END**

