**INTERESTING STORIES BEHIND THE MAIN JNP STORY:**

1.      The evolution of a dream brand and company that is committed to “doing good” for kids—and the world.

2.      Why self-confidence in kids is not enough and why developing their full-spectrum *inner awesome* (courage, character, and confidence) is what we really want.

3.      Book writer’s profile: working alone in his or her “tower”? Not at more. JNP’s collaborative writing/illustrating team is modeling a new way of book-writing…together.

4.      Girls are “ew-w” and boys are “yucky.”  Just a developmental stage in kids? Or a lead-in to disrespect—and worse? What if media are reinforcing antagonistic girls vs. boys? Where are the healthy models of girls and boys as (nonsexualized) friends? JNP says, “Right here.”

5.      Core values are essential. But what if teaching and preaching about core values falls on deaf ears? Solution: try stories with characters that kids love—such as JNP’s Jane & Jake Adventures to Awesome series—and watch kids “catch” the core values with two kids and one extraordinary goldfish.

6.      Illustrations of children’s book characters are usually identified as a particular race through their skin colors. Why JNP decided that their main characters—Jane & Jake—best reveal their “outer awesome” (skin color) through their “blank-canvas” skin.  
 Brand development of “Palettes” of outer awesome  
 - Color Palette of our characters “Mocha Rainbow”   
 - The focus on neutral outer-awesome colors so the bright, vibrant qualities of values of our “inner-awesome-colors” shine through

7. The USS Rudderow Fleet (WW2) -- Founder relation: JNP Headquarters in Annapolis--home to the US Naval Academy

8. Who teaches our kids esteem--Parents or Teachers--Where does the responsibility lie  
 - research indicates each group thinks the other should--there is the hole kids fall into

9. International creative development: Writers USA, UK, Australia

**TOPICS OF CONVERSATION:**

10. Differences in book presentation   
 - Country preferences/trends/styles in reading effectiveness:   
 - size of book [8x10 vs 5x8]  
 - illustrations [more or less; black/white vs color]

11. Marketing content in books -- a new idea  
 - Front matter: speaking to the parents; speaking to the kids

- Back matter: there is a prize in the end

12. A Brand with a “Prize in the End”  
 - Circle of Power lives inside us all -- discovering it through J&J Adventures

13. Why Jane and Jake?  
 - How were they designed?

- Steps taken in research to develop them and why

14. Why is Jane NOT Plain   
 - How is that different from any other product on the marketplace  
 - THis gives JNP an edge

15. Product testing “First Phase of JNP” several years ago  
 - Plush toys and accessories were a hit -- Wall Street Journal headlines

16. Do the JNP cast of characters make up the beginning of a strong interactive APP leading to a strong animated children’s show

17. Do you take the [personal] gamble to do something good, right and positive, for the sake of losing it all  
 - what are the odds against vs. for success?