

I have written an adaptation of a popular Jewish folktale. Should I send it to general publishers first and if it is rejected, then go to Jewish publishers, or should I send it simultaneously to both?

Q: I have written an adaptation of a popular Jewish folktale, but my version is completely in rhyme and is great for storytelling. It has already been published nationally in an anthology of tales, now out of print. I think it would make a terrific picture book. I have retained the copyright. Should I send it to general publishers first and if it is rejected, then go to Jewish publishers, or should I send it simultaneously to both?

I'd suggest sending to general publishers first, since they'll provide broader distribution. If there's interest, wait to see if it will be picked up. If you try a few publishers and don't get a response, then go on to the Jewish presses. They'll do well with the niche market and may be more supportive of it when it's on the backlist. 1:2/04