



MEDIA KIT

YES! Children's Book Series

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I. Series Overview

The *YES!* book series, written by Chuck Metz Jr., aims to introduce children to complex topics like quantum physics, cultural cooperation, and digital literacy using accessible language and engaging storytelling. The series follows the character of Dot, who embodies the concept of existence and uses her “quantum song of love” to spread positivity and encourage care for the world. Each book tackles a different theme, encouraging children to embrace the wonder of the universe, the importance of human connection, and the need for responsible technology use.

- The series is characterized by its:
- **Emphasis on “Is! is better than Not Is!”** This simple yet powerful message reinforces the inherent value of existence and serves as a foundation for exploring various aspects of life and the universe.
- **Use of scientific concepts in an engaging way.** The books introduce children to concepts from quantum physics, such as fundamental forces, superposition, and entanglement, through relatable analogies and playful language.
- **Focus on the interconnectedness of all things.** The series highlights the interdependence of humans, nature, and technology, encouraging children to consider their role in the larger ecosystem.
- **Call to action for children to make a positive impact.** Each book empowers children to use their "superpowers" of kindness, understanding, respect, and fairness to foster cooperation, protect the environment, and make responsible choices in the digital world.

II. Target Audience

The primary audience for the *YES!* series is **children ages 4-12**. The books are written in a way that is engaging and accessible to young readers, with colorful illustrations and simple explanations of complex concepts.

However, the series also includes “**Notes to Parents, Grandparents, and the Many Adults whom Children Love**” at the end of each volume. These notes provide additional context and suggestions for adults to engage in meaningful conversations with children about the topics covered in the books.

III. Books in the Series

- **YES! A Quantum Song of Love:** This first book in the series introduces DOT and her role in the creation of the universe. It explores basic concepts from quantum physics and emphasizes the interconnectedness of all living things.
- **YES! Touching DOT, Touching People:** This second book focuses on the importance of human connection and cooperation. It explores the "People Rules" that help us live together peacefully and introduces tools like kindness, understanding, respect, and fairness to overcome fear and conflict.
- **YES! DOT and the Attention Merchants:** This third book explores the digital world and the challenges of navigating technology responsibly. It introduces the concept of "Attention Merchants" and empowers children to make conscious choices about their screen time and online interactions.
- **YES! DOT and the World Guardians:** This upcoming fourth book will focus on environmental stewardship, teaching children about the importance of caring for the planet and its resources.

IV. Marketing and Promotion

- **Website:** The series website (www.my-yes.org) provides resources for children and adults, including activity sheets, discussion guides, and information about the author and the series.
- **Social Media:** The author is active on LinkedIn (www.linkedin.com/in/chuckmetz) and is developing further social media resources to promote the series.

- **School Visits:** The author may be available for school visits and readings to engage with young readers and educators.
- **Partnerships:** The series seeks to partner with educational organizations, libraries, and children's museums to promote the books and their message.

V. Key Messages for the Press

- **Innovative approach to STEM education:** The *YES!* series introduces complex scientific concepts in a way that is engaging and accessible for young children, sparking their curiosity about the universe and the world around them.
- **Promoting social-emotional learning:** The series emphasizes the importance of human connection, cooperation, and empathy, providing children with tools to navigate social challenges and build positive relationships.
- **Empowering children to be responsible digital citizens:** The series addresses the challenges of the digital age, helping children develop critical thinking skills and make informed choices about their technology use.
- **Inspiring a love for the planet:** The series encourages environmental stewardship and inspires children to care for the natural world.

The *YES!* book series offers a fresh perspective on children's literature, blending science, philosophy, and social-emotional learning to create a unique and impactful reading experience. The series encourages children to embrace curiosity, wonder, and a sense of responsibility for themselves, their communities, and the world around them.

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VII. Visual Assets:

