THE AUTHORS GUILD FOUNDATION PRESENTS

BUSINESS BOOTCAMPS
for Writers

PHILADELPHIA: NOVEMBER 2, 2018
BUSINESS BOOTCAMPS FOR WRITERS
Free Library of Philadelphia
FRIDAY, NOVEMBER 2, 2018
10:30 AM - 4:30 PM

10:30 - 10:50 Welcome and Introduction

10:50 - 11:00 “The Life of a Book”
Penguin Random House

11:00 - 12:00 The Writing Landscape Today, Paths to Publication, and Working with an Agent
Katie Freeman, Umair Kazi, Dana Murphy, Mary Rasenberger

12:00 - 12:10 Short Break

12:10 - 12:45 Labors of Love in Compiling, Editing, and Publishing Poetry
Yolanda Wisher

12:45 - 1:20 Overview of the Marketplace
Candice Chaplin

1:20 - 2:20 Lunch/Breakout Groups

2:20 - 3:05 Your Legal Rights and Making Your Contracts Work for You
Cheryl Davis, Umair Kazi, Mary Rasenberger

3:05 - 3:45 Best Practices in Marketing, Promotion, and Reader Engagement
Candice Chaplin, Katie Freeman

3:45 - 3:55 Short Break

3:55 - 4:25 Engaging in Your Local Literary Community
Emma Eisenberg

4:25 - 4:30 Closing Remarks
Andrea Bronson, Mary Rasenberger

5:00 - 6:30 Happy Hour Reception (see below)

Happy Hour Reception @ Rose Tattoo Café
1847 Callowhill Street, Philadelphia, PA 19130
(NE corner of Callowhill and 19th Streets)

PRESENTATION DESCRIPTIONS

THE WRITING LANDSCAPE TODAY, PATHS TO PUBLICATION, AND WORKING WITH AN AGENT
The introduction will describe the current publishing landscape and issues authors face today and will share the results of the Guild’s recent surveys. This session will then discuss finding and working with an agent, and publisher. Authors will learn how to identify what type of publisher they would like to work with (traditional, small press, indie, self, and hybrid) and what they can expect from different types of publishers.

LABORS OF LOVE IN COMPILING, EDITING, AND PUBLISHING (YOLANDA WISHER)
A personal and practical discussion about the labors of love involved in compiling, editing, and publishing a poetry manuscript. Ms. Wisher will describe her writing and publishing experience and balancing writing with other obligations.

OVERVIEW OF THE MARKETPLACE (CANDICE CHAPLIN)
A Penguin Random House executive will provide an overview of the marketplace for books and the various retail outlets open for different types of books—information that is essential for authors, so they understand how to position their books.

YOUR LEGAL RIGHTS AND MAKING YOUR CONTRACTS WORK FOR YOU (CHERYL DAVIS, UMAIR KAZI, MARY RASENBERGER)
A publishing contract can determine an author’s income, rights, and liabilities, often for decades after it’s signed. This session, run by legal experts, will arm authors with the knowledge they need to understand their rights and their contracts. Participants will come away with working knowledge and negotiating skills needed to get the most out of their contracts with or without an agent. Traditional and hybrid book contracts will be discussed, as well as ghostwriting and freelance agreements.

BEST PRACTICES IN MARKETING, PROMOTION, AND READER ENGAGEMENT (KATIE FREEMAN AND CANDICE CHAPLIN)
How does a manuscript become a published book and enter the market? This session will explain marketing/publicity timelines and how authors can work effectively with their publishing team. We’ll discuss authentic social media practices, what works from a sales perspective, how to build a readership, and powerful ways to engage online and in the world.

ENGAGING IN YOUR LOCAL LITERARY COMMUNITY (EMMA EISENBERG)
In this session, author Emma Copley Eisenberg will talk about how authors can build a community to support their work on the local level. She will discuss how Philadelphia writers can support other writers, connect with local readers, and develop relationships with their community libraries, bookstores, and literary organizations, and still have time to write. Emma will also talk about her own experiences writing, editing and engaging in the literary community.
ABOUT THE PRESENTERS

Andrea Bronson, VP of Programs, has worked for the Authors Guild and Authors Guild Foundation for 12 years and curates and manages literary and educational programs, including panels, webinars, bootcamps, educational events, trade shows and conferences, international trips, literary conversations, and fundraisers. She also plans and manages the Foundation’s annual gala and assists with development initiatives. Andrea splits her time between New York City and Amman, Jordan.

Cheryl L. Davis is General Counsel of the Author’s Guild, where she oversees the organization’s legal affairs, including its in-house corporate affairs, its government relations and policy initiatives, and its legal services program. In addition, she is responsible for developing a wide variety of the organization’s written positions, policies, statements, submissions to government agencies, and legal briefs, as well as participating in domestic and international public speaking engagements and conferences. She is a former partner at the firm of Menaker & Herrmann LLP, where her practice focused on counseling clients on intellectual property issues and litigating copyright and trademark cases. An award-winning playwright, she has long combined her creative passion with her legal work, by representing theater clients and now authors.


Katie Freeman is executive publicist at Riverhead Books and is getting her MA in arts administration at Baruch College. She has served on committees for the National Book Foundation, PEN America, Libraries Without Borders, Narrative 4, and Community-Word Project.

Dana Murphy is a Literary Agent at The Book Group. She joined The Book Group in 2012 to provide administrative and creative support to Brettine Bloom and Elisabeth Weed, and began building her own list in 2015. Prior to working at The Book Group, Dana attended New York University and graduated with a BFA in Cinema Studies and a minor in sociology. Dana is hungry for writing that is immersive and surprising, with a voice so distinct it makes her cancel plans and read through meals. She is attracted to upmarket and literary fiction for both adults and young adults and smart narrative nonfiction/essay collections about pop culture, social issues, science, feminism, race, gender, film and television, music, and comedy.

Mary Rasenberger is the Executive Director of the Authors Guild. Prior to joining the Guild in November 2014, Mary practiced law for over 25 years in the areas of intellectual property, media and technology, with special expertise in copyright law. Most recently, Mary was a partner at Cowan, DeBaets, Abrahams & Sheppard where she counseled publishing, media, entertainment, internet, and other technology companies, as well as authors and artists in all areas of copyright and related rights, including licensing, litigation, infringement analysis, policy, enforcement and digital rights. From 2002 to 2008 Mary worked for the U.S. Copyright Office and Library of Congress as senior policy advisor and program director for the National Digital Preservation Program. Mary has worked at other major New York law firms and for a major record company.

A Philadelphia-based poet, educator and curator, Yolanda Wisher is the author of Monk Eats an Afro (Hanging Loose Press, 2014) and the co-editor of Peace is a Haiku Song (Philadelphia Mural Arts, 2013). A Pew Fellow & Hedgebrook Writer-in-Residence, Wisher was named the inaugural Poet Laureate of Montgomery County, Pennsylvania in 1999 and the third Poet Laureate of Philadelphia in 2016. Wisher was the 2017-2018 CPCW Fellow in Poetics and Poetic Practice at the University of Pennsylvania, and she is currently the Curator of Spoken Word at Philadelphia Contemporary.
THE AUTHORS GUILD FOUNDATION is the charitable and educational arm of the Authors Guild. It educates, supports, and protects writers to ensure that a rich, diverse body of American literature can flourish. It does this by advocating for authors’ rights; providing resources, programs, and tools to authors across the United States; and promoting an understanding of the value of writers. The Foundation believes that an abundance of free literary expression is essential to our democracy, and that can only be achieved by protecting authors’ constitutional and moral right to benefit from their work. It is the sole group of its kind dedicated to empowering all U.S. authors. Its founding members included Saul Bellow, John Hersey, Madeleine L’Engle, Sidney Offit, James A. Michener, Toni Morrison, Elizabeth Janeway, and Barbara Tuchman.

Through its programs the Authors Guild Foundation seeks to:

EMPOWER authors by educating them in the business of authorship and equipping them with the knowledge and tools they need

FOSTER diverse voices in American literature

PROMOTE the ability of writers to earn a livelihood so they can keep writing

DEFEND authors’ rights to free expression, to prevent erosion of the exchange of knowledge and ideas

ADVOCATE for strong, effective intellectual property laws and fair treatment of authors, so that writing remains a viable profession.

This project is supported in part by an award from the National Endowment for the Arts. To find out more about how the National Endowment for the Arts impacts individuals and communities, visit www.arts.gov

LITERARY MAGAZINES

• Apiary (work with a Philadelphia connection, all genres)
• Barrelhouse (work between high brow & low brow, all genres)
• Linden Avenue (work w/focus on diversity, all genres)
• Caldera Magazine (work from POC & LGBTQIA, all genres)
• American Poetry Review (poetry)
• StoryQuarterly (short fiction, based at Rutgers-Camden)
• Bedfellows (all genres, writing pertaining to sex/desire/intimacy)
• Painted Bride Quarterly (all genres)
• Cleaver (poetry, fiction, CNF, art, graphic novel, comics)
• Split Lip Magazine (poetry, fiction, CNF, art, music writing, film writing)
• Bookends Review (fiction, CNF, poetry, interviews, book reviews & art)
• The Tiny (poetry)
• Prolit (all genres)
• Philadelphia Stories (fiction, poetry, CNF, interviews from writers based in Philadelphia & Delaware Valley)
• Hippocampus Magazine (Creative Nonfiction)
• River Heron Review (poetry)
• Schuylkill Valley Journal (fiction, CNF, poetry, interviews, art)
• Rathalla Review (fiction, flash fiction, CNF, poetry, interviews, art)
• FOLDER (one poet per month)
• Title Magazine (art reviews, criticism, projects, poetry & prose by local writers)
• Glassworks Magazine (fiction, poetry, CNF, art, & flash)

PRESSES

• Lanternfish Press (short fiction, novels, novella, CNF)
• The Head & The Hand Press (novels, poetry, stories, almanacs)
• Empty Set Press (conceptual & experimental poetry)
• Temple University Press (scholarly & anthologies)
• University of Pennsylvania Press (scholarly & education)
• Running Press (commercial fiction, adult nonfiction, YA, & children’s)
• Quirk Books (bold, unconventional, trend, & YA)
• New Door Books (innovative book-length fiction)
• Sunnyside Books (poetry)
• Wild River Books (novels, oral history, self-help, memoir)
• West Philly Press (poetry, erotica, fiction, memoir, & essays)
• Thread Makes Blanket Press (work by underrepresented voices, political work)

ADDITIONAL PHILADELPHIA RESOURCES

Courtesy of Blue Stoop.

For a complete list with hyperlinks, visit: www.bluestoop.org/resources

THE AUTHORS GUILD FOUNDATION

For more information, visit authorsguild.org
PRESSES, CONT.
• Split Lip Press (poetry, short fiction collections, novellas, anthologies, memoirs, essay collections, & novels)
• Thirty West Publishing House (handmade poetry chapbooks)
• Moonstone Press (poetry anthologies & chapbooks)
• Radiator Press (poetry)
• HOOT (poetry and micro prose: flash fiction, poetry, memoir, non-fiction, book reviews)
• Meow Meow Pow Pow (broadsides, graffiti)
• PS Books (book-length work all genres with a Philadelphia/Delaware Valley connection)

READING SERIES
• Tire Fire @ Tattooed Mom (prose, visiting & local writers)
• You Can’t Kill a Poet @ Tattooed Mom (queer & trans writers)
• Hatchery Reading Series @ The Monkey Club (prose, local writers)
• Creative At The Cannery @ Cannery Dock Street (prose, local writers)
• Homebrew Reading Series @ Philly Homebrew Outlet West (prose & poetry, local writers)
• We Too Are Philly @ various venues (poets of color, local writers)
• The Philly Pigeon @ various venues (poetry slam, poets of color)
• Tragic the Gathering @ Wooden Shoe (trans writers)
• Excuse My Dust @ Good Comedy (comedians, local writers all genres)
• Free Library of Philadelphia Author Events Series @ Parkway Central Branch (prominent visiting authors)
• Writers in Camden (prominent authors visiting Rutgers-Camden MFA program, open to public)
• Blue Stoo’s “In Conversation” Series (visiting writers in conversation with local writers)
• Kelly Writers House (prominent authors visiting literary event space on Penn’s campus)
• Poets & Writers Series (prominent authors visiting Temple MFA program, open to public)
• Bryn Mawr Reading Series (prominent authors visit Bryn Mawr Creative Writing program, open to public)
• Villanova Literary Festival (prominent authors visiting Villanova, open to public)
• Accidental Player @ various venues (visiting and local poets)
• Charmed Instruments @ L’Etage (local poets)
• PBQ Readings @ The Black Sheep (local writers all genres)
• PBQ Slams @ The Pen & Pencil Club (an improv writing game)
• Poetry Night @ Little Berlin
• A Witch’s Craft @ Tattooed Mom (occult writing all genres)
• Housework @ A-Space (poetry & art conversation series)
• Random Name Poetry Reading Series @ Dahlak (visiting & local poets)
• Backyard Reading Series @ Various Backyards (local writers of fiction & nonfiction)
• Galactic Philadelphia @ The Irish Pub (visiting & local writers of speculative fiction)
• Moveable Beats @ Good Karma Cafe (local poets)
• Community Drafts @ Lucky 13 Pub (open mic, writers all genres)
• All But True (hosted by WWG/New Door Books)
• Livin on Luck @ Barnaby’s, West Chester (local poets)
• Moonstone Poetry Series @ Fergie’s Pub (local poets)

BOOKSTORES
• Joseph Fox, Center City
• Shakespeare & Co, Center City
• The Wooden Shoe, South Street
• Mostly Books, South Street
• Head House Books, Queen Village
• Brickbat Books, Queen Village
• Molly’s Books & Records, Queen Village
• A Novel Idea, South Philly (opening 1/1/2019)
• The Book Trader, Old City
• Penn Book Center, University City
• The Last Word, University City
• House of Our Own, University City
• Bindlestiff’s, Cedar Park
• Hakim’s Bookstore, West Philly
• Bookhaven, Fairmount
• Book Corner, Fairmount
• Amalgam Comics, Kensington
• Ulises, Fishtown
• Port Richmond Books, Port Richmond
• Uncle Bobbie’s, Germantown
• The Big Blue Marble, Mount Airy
• The Open Book, Elkins Park
• Spiral Bookcase, Manayunk
• Narberth Bookshop, Narberth
• Main Point Books, Wayne

MFA CREATIVE WRITING PROGRAMS
• Rutgers-Camden (full funding)
• Temple (partial funding)
• Rosemont (partial funding)
• Arcadia (low-residency)
• Drexel (low-residency, teaching assistantships)
WRITING CLASSES
- Blue Stoop (8 week classes for serious early career writers, 6-12 students, fiction, poetry, essays, memoir, novel, YA, food writing)
- Cooper Street Writing Workshops (4 week classes & one day intensives in fiction & poetry taught by Rutgers Camden MFA grads & local instructors)
- Write Nites @ The Art Department (group writing exercises & write sessions sponsored by The Head & The Hand)
- University of the Arts Continuing Education: (5 or 10 week skill development classes)
- Drexel Writers Room (interactive writing workshops no preparation necessary, free & open to all)
- Janet Benton’s The Word Studio (6 week prose class w/private consultation in Jenkintown)
- The Open Book Writing Classes (4 week memoir classes at the Elliks Park bookstore)
- University of Pennsylvania noncredit classes (3 free sessions on topic open to public)
- Brooklyn School Social Practice in Philadelphia (literature/philosophy classes)
- Greater Philadelphia Workshop Studio (Delaware County/City)
- Philadelphia Writers Workshop (Flourtown, PA)
- Rosemont Writers Studio (6 week classes, Rosemont, PA)
- River Heron Review Classes (online & on-site Lahaska, PA)
- Drexel Storylab (8 week fiction & nonfiction classes for adults)
- Mount Airy Learning Tree (short classes for beginners)

GROUPS/COLLECTIVES
- Backyard Writers (fiction & nonfiction)
- Rogue Poetry Workshop (poetry)
- Metropolarity (sci fi & spec fic)
- Kelly Writers House reading & writing groups
- Lansdowne Writing Workshop (all genres)
- The Mission Statement (black writers of all genres)
- Babel Poetry Collective (poets affiliated with Temple)
- Sanuk Writers Collective (writers of color, all genres)
- Working Writers Group (WWWG) (writers of prose working on book-length works)
- Mad Poets Society (poetry)
- Dead Bards of Philadelphia (poetry)
- Transcribez (trans & gender nonconforming youth writers all genres)

FESTIVALS/CONFERENCES
- 215 Festival (an hiatus, coming back soon!!)
- Philialalia (Handmade poetry & book arts festival)
- Buck County Book Festival (books, author events, small presses)
- Collingswood Book Festival (books, author events, small presses)

RETREATS
- Barrelhouse Writer Camp (all genres, Port Matilda, PA)
- Beth Kephart’s Juncture (memoir, Freightown, NJ)
- Rosemont Summer Writers Retreat (all genres, Rosemont, PA)
- Rosemont International Writers Retreat (Sicily & Malta)
- Writers Retreat in Tufo (fiction & nonfiction, Italy, affiliated w/Backyard Writers Workshop)
- River Heron Writing Workshop (all genres, March 2019 New Hope)
- Lacawac Sanctuary Artist Retreat (all genres, Lake Ariel, PA)
- Endless Arts (writing, visual arts, crafts, Endless Mere, PA)

OTHER
- The Rumpus Notable Philly (events roundup)
- Philadelphia Art Alliance (now part of University of the Arts)
- Artists U (artist resources)
- Center for the Book (workshops, events on bookmaking, artbooks)
- Paul Robeson House (writing groups, community)
- Asian Arts Initiative (author events, workshops)
- Behind The Prose (podcast)
- Book Fight (podcast)
- Overdue (podcast)
- The Rosenbach (events, short writing classes, special events)
- Fear No Lit (events, online content, podcasts, Lancers
- Play Penn (playwriting craft hub)
- The Book Group (literary agency w/Philadelphia ties)
- Philadelphia Reads (literacy programming)
- Mighty Writers (youth writing programs)
- Tree House Books (literacy non-profit & children’s bookstore)
- Philly Youth Poetry Movement (spoken word for youth)
- First Person Arts (story slam events, workshops)
- Moonstone Arts Center (poetry events, community programming)
- Blue Stoop (happy hours, networking, resources)