

PUBLISHING DAY 2007

Standing **Out** in a Crowd

VIRGINIA
FESTIVAL
OF THE
BOOK



2007

CHARLOTTESVILLE, VA

Strategies for Authors
and Publishers

VIRGINIA FESTIVAL OF THE BOOK

Standing Out

Strategies for Authors

Saturday, March 24

10:00 a.m.

Book Publicity Basics

Independent publicists Elizabeth Shreve, Gene Taft, Callie Oettinger, and Lauren Cerand talk about what it takes to make a book stand out in today's crowded marketplace. Hosted by Book Promotion 101.

Omni Hotel, Salon A, 235 West Main Street

12:00 p.m.

Here's the Pitch: Book Publicity

Sam Horn (*POP!: Stand Out In Any Crowd*) shows how to create a compelling tagline that elicits "Tell me more!" from agents and editors. Six audience members will be coached on how to make their pitches more enticing. Hosted by Book Promotion 101.

Omni Hotel, James Monroe Room, 235 West Main Street

Literary Editors

With editors David Lynn (*The Kenyon Review*), R.T. Smith (*Shenandoah*), Mary Flinn (*Blackbird*), and Ted Genoways (*Virginia Quarterly Review*).

Omni Hotel, Salon A, 235 West Main Street

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Authors & Publisher

4 • Omni Charlottesville Hotel & the Gravity Lounge

2:00 p.m.

Buzz Your Book

A session on self-starting your book publicity with author M. J. Rose. Bring your published book along to the program since several titles will be selected for on-the-spot brainstorming.

Omni Hotel, Preston Room, 235 West Main Street

The Annual Keenan Lecture: Writing The Wire

David Simon, head writer for the award-winning HBO series, *The Wire*, and George Pelecanos, novelist and screenwriter, will discuss writing drama for television. Interviewed by Laura Lippman. Sponsored by UVA Department of Drama.

Gravity Lounge, 103 S. First Street

Browse the Book Fair! 9 a.m. – 4p.m.

Visit more than 40 publishers, authors, and book-related vendors in the Omni Atrium during the streams of Crime Wave and Publishing Day programming. Coffee will be served, and admission to the fair is free.

Publishing Day 2007 will focus on giving authors and publishers the tools needed to position their books for success. With more books than ever before being published, it is no longer enough to write a great book—you have to find new ways to assure that it gets into the hands of the reader. Publishing Day wants to help!

Lounge on the Mall

4:00 p.m.

Agents' Roundtable

A publishing day discussion with agents Simon Lipskar (Writers' House), Sloan Harris (International Creative Management), and Jeff Kleinman (Folio Literary Management).

Omni Hotel, Salon BC, 235 West Main Street

Writing Novels for Tweens and Teens

Agent Laura Rennert joins authors Doris Gwaltney (*Homefront*), Sara Lewis Holmes (*Letters from Rapunzel*), and Paula Chase (*So Not the Drama*) to discuss writing and publishing middle-grade and young adult fiction. Hosted by Society of Children's Book Writers and Illustrators, Mid-Atlantic Region.

Gravity Lounge, 103 S. First Street

ESPECIALLY FOR AUTHORS: Stop by the AuthorViews table to record a free web-viewable video to help promote your book to online audiences.

sign) Chairperson; Robert S. Friedman (Hampton Roads Publishing); and Brandy Savarese (LexisNexis)

BOOK FAIR BOOTHS

AuthorViews will be filming free web videos of VABook! attendees and presenters. Filming every half hour. Sign-up at the booth or call 504-342-4806 for info.

The 8th Journal is a suspenseful novel about a young woman who inherits an old journal that starts her on a real-life adventure.

Anthony B. Ashe, author of the new book *Relationship Related and Other Poetry*, writes and teaches in Harlem, NY and Blackstone, VA.

Asiafinebooks is an internet based bookseller specializing in the arts and history of India and Southeast Asia.

ASW Press's *Sub Chaser*, *Operation Poppy*, and *The Iranian Deception* are Cold War stories developing into today's Iranian terrorists.

Augusta Free Press publishes *The New Dominion*, a news journal with a Virginia focus, and sports, mystery and column books.

Virginia Bryan is an author, poet and teaching artist who has independently published two books of poetry and one children's storybook.

The Charlottesville Chapter, Virginia Writers Club, Inc. is a nonprofit organization that support the art of writing in all its forms.

Janet B. Doane, fantasy novelist, will be signing the first installment of "The Worlds Beyond Sight" series, *Return of an Evil*.

Gargoyle Magazine/Paycock Press is a 30-year-old international literary publisher based in the Washington, D.C. area.

Laura Cockerille Giannini is author of *The Kokopelli Journals: A Southwest (Mis)adventure of Discovery, Compassion, Empowerment... & Mischief*.

Werner Gruhl is an independent scholar with a lifetime interest in researching the First and Second World Wars.

Hallagen Ink provides copyediting, proofreading, and editorial assistance. It will soon publish *The Start-up's Solution* by business expert Tanya Brockett.

John Hoffert's 'Lion' series combines political intrigue, suspense, romance, action and mystery into one exciting ride! See www.johnhoffert.com.

Infinity Publishing, established in 1997, is a First Amendment press engaged in author-originated publishing of 4,500+ titles by 3,200+ authors.

William A. James, Sr.'s books include *A.I.D.S.; Living Under The Weight of the Rainbow*; and *In the Streets of Vinegar Hill*.

Jefferson Vindicated: Fallacies, Omissions, and Contradictions in the Hemings Genealogical Search by Cynthia H. Burton; foreword by James A. Bear.

Chaplain Bob Johnson wrote his book *Where Was God?* so others could share his experiences at the World Trade Center disaster.

The Knot Fairy—a new children's book. A mischievous fairy visits children while they sleep and delights in tangling their hair.

Krazy Duck Productions is an author-owned publisher producing a wide variety of genres including per books, fiction, adventure and history.

Diane Lang, who writes for Richmond's *Fifty Plus*, is the author of *Micah's Child*, a novel about the wine-drinking soccer moms of Atlanta.

Connie Lapallo's novel, *Dark Enough to See the Stars in a Jamestown Sky*, is based on Jamestown's women and children.

McPherson & Company is an independent literary press featuring George Robert Minkoff's Jamestown trilogy, *In the Land of Whispers*.

Janet Bailey McQuaid: True-crime memoir, *Security Breach-Murder of Tod McQuaid*, powerfully chronicles real life within a mother's worst nightmare.

Middleway Press is a small, independent publisher with a commitment to present books on Nichiren Buddhism to the public.

New Founders Press, Ltd., is an independent publisher of diverse media about positive public policy, at home and abroad.

The Oracle Institute Press is a subsidiary of The Oracle Institute, an educational charity dedicated to easing religious tensions and promoting Spiritual Unity.

Phaze has been published quality erotic romance since 2004. Our catalog includes many Virginia authors.

Pietas Publications is a father-and-son Charlottesville-based company featuring books by Jim and Jasper Burns.

Powhatan: The Story of a People is an historical novel commemorating the Powhatan culture of 400 years ago.

PRA Publishing presents Iranian born poet, Sheema Kalbasi, and her new release, *Echoes in Exile*, www.prapublishing.com.

Linda Rainwater's *The Second Milagro* is a suspense tale of kidnapping, corporate espionage, and forgotten love. Books, audiobooks, and milagros.

Ruthie Black (*Argonne House*) a novel by Peter Brown. Small-town Georgia was a hoot, until the day she skipped town.

Catherine Satterlee is the designer, publisher, and artist for *Rapunzel, Rapunzel*. She's at work with Isabel Fucigna on *Sleeping Beauty Dreams*.

Seacay Publishing's *The Ghost of Guantanamo Bay* is follows a Marine and his wife as they uncover a forty year-old mystery.

Small Meadow Press offers stationery and paper creations with vintage illustrations and quotations from literature—all on fine, recycled papers.

Small Wonders Enterprises (snickerdoodleforkids.com) publishes *Snickerdoodle* children's books about a "powerful pee-wee" who thinks big. Provides free educator resources.

Elizabeth Tidwell brings local history to life with her history mystery, *Memories Will Always Linger*. Check out Mollie's favorite cookies.

www.VAWriters.com is a new website run by writer John Guntner to promote his novels as well as the writings of others.

Virginia Writers Club: The oldest statewide writers' group, membership information and members' books for sale.

Yesterday's Children: Growing Up Assyrian in Persia is the story of a Christian family living in early twentieth century Persia.