

BEGIN – Attention-grabbing comment.

Who here has read or heard of the *50 Shades* franchise?

*show photo of *50 Shades of Grey**

Ask of the crowd: How did you hear about it?

You heard about it because the publisher was doing their job correctly. *50 Shades of Grey* was originally written as a piece of Twilight fanfiction, and, through the help of a great publisher, the author and franchise were able to achieve success.

This can be done by soliciting reviews, setting up interviews, and getting the author's name and work out into the public eye.

This is, essentially, how I spent my Richter summer. I did what I called observational research with Lake Forest College Press, working with Professor Davis Schneiderman on its various endeavors. This summer, I learned exactly what it takes to turn a work of writing from a manuscript into a published book.

My time this summer was divided into two uneven parts: Pitch and publicity.

THE PITCH

Nearly all of the books that I worked with this summer had already been published, or else had a set release date. There was one exception to this pattern, and it happened to *not* be a work of prose or poetry. Despite this project's disassociation with Lake Forest College Press, I will still go into detail regarding the pitch because it remains pertinent to my research.

For a few weeks this summer, I worked to research record labels for a collaborative project between Professor Schneiderman and Professor Don Meyer, entitled *The Last Days Of Radio*. This includes a well-known track, Foreigner's *Hot Blooded*, played at different times, creating a looping, layered audio collage. This project is not unlike their previous work, entitled *Memorials to Future Catastrophes*. This work is a multimedia collaboration that experiments with sampling, spoken word, and audio bytes that result in a sound collage.

To give you an idea of the kind of sound I was working with and looking for, I'll play a sample.

listen to part of a track

As you can see, this is a very unique work.

My task regarding this endeavor was to find an appropriate record label to which pitching this work would not be futile. After two weeks of combing the internet for available experimental music labels, I had compiled a list of 10-12 suitable venues. My selection process involved

researching each label, listening to a handful of their artists, and checking to see if they were accepting demos.

The extensive research done to find an appropriate publishing venue for this work can be applied to books. Not all books are the same; they must be matched with appropriate publishing venues in order to achieve success.

One of the books that I worked with included a section of computer script that, when run in a terminal window or a console, produced various visual effects that were then printed.

show slide

Pitching something as innovative and conceptual as that to your average publishing house would be seen as somewhat of a joke. The pitch is an essential part of publishing because, without a publisher, without an appropriate publisher, a book has very little chance of being produced.

PUBLICITY

The majority of my summer was spent working on publicity for various books. A large portion of this time was delegated to contacting contributors.

show slide with &NOW book cover

This is the second edition of the &NOW anthology, a biennial publication of innovative creative writing. This single anthology has upwards of eighty contributors, providing pieces of creative writing or synopses of works.

The first part of my summer was spent contacting each contributor to ask for publicity in the form of social media; this includes posting to Facebook, Twitter, Wordpress, individual blogs... essentially any appropriate online platform. I was assigned the same task for another work, entitled *Multifesto*, contacting contributing authors to ask for help in raising awareness of the upcoming release date.

show screenshot slide

While this work may come across as being banal and relatively insignificant, it is one of the most important activities conducted by publishing companies. Think back to my *50 Shades of Grey* question; how many of you heard about the book via the internet? Online platforms have become essential sources of publicity for publications.

bulleted slide

In addition to soliciting publicity from contributors, a good portion of my summer was spent emailing book review platforms to ask for reviews. The raving and preachy quotations on the backs of books don't come from anonymous names and faces, and they certainly don't come

from the authors themselves; they must be written by notable review platforms in order to obtain any merit.

The review platform search is very similar to the publishing venue search; careful consideration must be put into the contacting of each venue so that communication will not be in vain. After compiling a list of possible reviewers, emails must be sent out, asking for review consideration and including a press release, an online version of the book, and the offer to send a hard copy.

The review process can take anywhere from two to six months, and so this portion of book publicity can be a rather frustrating one. This process, however, is still incredibly important in publishing. If *50 Shades of Grey* had not gotten good, or provocative, reviews, which were then published in public platforms, I doubt that anyone in their right mind would have read it.

The third and final portion of my publicity work this summer included writing, conducting, and publishing interviews with various contributing authors. The process for writing these interviews included reading each contributor's piece, taking notes on the subject content and style, and doing some biographical research. These pieces of information came together in the form of multiple sets of extremely detailed interview questions that would not only inform the reader of the individual's contribution to the book, but to also let them know about the book as a whole, as well as the writer's past, present, and future work.

The publishing of these interviews is very important to the success of the book. Reading an author's words within a personal context lends a human quality to the work; the writer becomes more than a pair of initials and a last name; they become a person whose words you actually want to read. In addition to this human element, it provides another platform to display the names of the author and book.

CONCLUSION

bookshelf slide

So, what exactly *does* it take to change a book from a manuscript to a published work?

It takes an appropriate publishing venue and publicity in the form of social media posts, book reviews, and interviews.

It is very important to understand this process because it gives readers a new appreciation for the books that they read. Go to any library, any bookstore, and pick up any book. Chances are, that book in your hand will have passed under dozens of eyes and through dozens of hands, in order to wind up on that shelf.

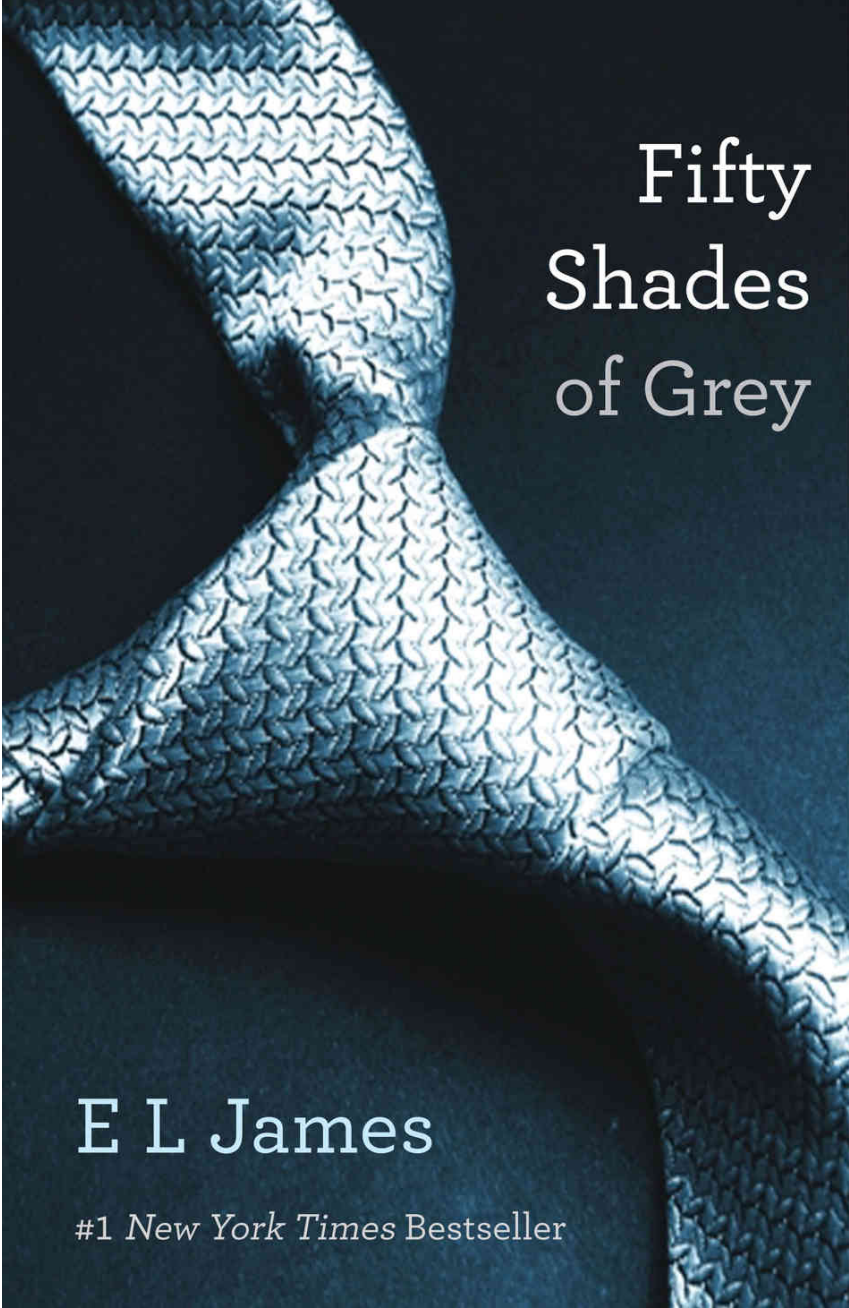
A lesson that an individual might extrapolate from an experience such as mine is that everything, an object as simple as a book, requires an unbelievable amount of effort and work to produce. Nothing is ever as simple as writing a book, a song, a software program, a piece of code; in order to be successful, individuals must understand that you need support and copious amounts of time.

thank you slide

I'd like to conclude with a few thanks. Thank you to my mentor Davis Schneiderman and lab-mates Vicki and Taylor, to Professor Moroney for guiding the Richter program, and to all of you for attending this symposium. Thank you very much!

What the Authors Won't Tell You: A Look Inside the World of Publishing

Cassandra Balzer



Fifty
Shades
of Grey

E L James

#1 New York Times Bestseller

The Pitch


```
$ perl -e '{print$*,$_=(a..z)[rand$*];redo}'
```

```
j p f p f p w e p z t a j y v d  
r p t v r h z e m o y a i w  
w e y f a a f j o s a m c l c a y c v  
h i u v u c h f k y t j n e u b f d m  
m v z u n x p l g m v e c e p q k  
f x x k h s r y v f d y n h j  
z e t c d m s x z m n o v j  
a l j a a m z w v y j p x j f p b z  
d i l h s q l e f o f v w j x r  
d g l m s b h t j x e k a t j  
f b k e m q r u h c g u e v h w  
k l g l w d o e q k e c l y o t f a  
a h z k i n f t z r b w b b j e  
y h f f f j q x h a s l f l d d s i  
u t j f o k g h g u o k a o x d q b y  
m a u g q f c q h w k y o v f n v r u t  
v o i l q n g j j n x k z i q s  
s y o m r v v u w t v r r o x t c o k t  
o k y f t c w j h w z o n m z b f f  
c m p r v b l u c i z d n u j q x c d  
j r i y i u y a q x p s a m  
b l g w o i b o b a t e k m k h  
r p u l j f m y a t o c u  
s c n k n p t w t o e g r k i q r a m  
m l o l a f n h v y n k h m r v e  
h j p u r n w m u e o d e a y f c  
y d y g v h o v l r o y n q y  
t k y l n t a h y r s q t q o i y c  
k b x z h m k k e r x  
w g x z g n h n p s p l z j x t q u w  
i e c v r c d x n f f e c k l b t  
d z j n z o b s l l y l q t t u j x u x m  
x v w b b v q k m n u j q u u u k  
s z m h s o k v c a c r e s c  
d o x u y i q t f y j u c q c e a  
u r j g d x f r c b x r  
r t d d t m o m n y m r p x j  
k n z u d o s g b e w i f i a o g q w  
g t y c z y s y u x x o ^C
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$ perl -e '{binmode STDOUT,utf8;print$*,chr((1072..1103)[rand$*]);redo}'
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в в и г о т г ф н у т ш щ л ь и а в п  
ъ р щ п ч ц о к в щ о э ь п э г ь ф  
х э р ь ю к л й г з т ш р б т ш р  
ь б э к ф ш г т п ч х п у ф и р и ю  
я ь е б д м ь р л г х х у я и ю п э  
о й г и л г а к г к р л з а ж а й ж ь ш  
д р т у р ж щ о э ш и н и и л р л ц р  
д т ь ф ш й ж м о д а ф е в н и ч а ч б  
и э и я и н э п ф г ы п ц э л г а р ь ф  
л ю о я й м е и й ч й ф с ц ю щ э с  
я а щ ф ц и г р у ш з э р ь ф  
ж и г б ш р д б ю ь т й п и г р з щ ш м  
щ э я д э о х с в е а e x л ф м е й ф з  
з з д ь о г с к ц б о ы ц т б ч ж  
ю р б в а д ы п ж о ю б о в т д е п щ ф с п  
ф в ь у ю с т е у и о а с ь в ш ж г ц  
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л с с р м у ч ч д к г б е ц ц х ш ш  
ш х о и б ю л з х л ь н т ч л ш ш й у е г  
а с ь с у е и у м ы г т р и ы н з о  
ы у а о ч е ь я у е и и ц ж й  
а ь т ж в ь г т щ х и т ь ш ш ы м  
з с а в ч ф р ь ц г э д и м ш а ч ь ю  
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т щ д ш и т к ч и я e м и з с к ф я э р  
п х ц ь ю м п и ж к б ч и ю б ь ь  
е э р и ц о у а e ж г й а м о с e o  
е ь ф л к и ф в ч д с ь и с а  
ч я ь т и ь б б ы в и с м ю и э л э o  
м и я о и ь щ э з ч ф а т  
й г ю э ч з щ ч e я щ в ь ь и я o р в ю  
к и з ч л л р х э ч ш а я ф а ь щ г ч ж й  
э e б ф ш я ф с л ь я б ь м р з б э  
з м ю х и ч ю ь в e ч п я ю х и л м к л э м  
ч т ь м б х ж о ч и ж р в б к и ф щ в в  
э р ь ы с в с o м л и д и п ю к т в  
ж я ц ф ж х щ o э б м ь ч ь с к п у к e в  
ц ь ю п б л з д и я к м e г р ш e г  
б ф ч и п а ж р с и ц з и б ь ^C
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Publicity



T H E
& N O W
A W A R D S
T H E B E S T
I N N O V A T I V E
W R I T I N G

A black rectangular box containing a stylized white ampersand logo on the left and a text block on the right. The text block is enclosed in a thin white border and features the words 'THE & NOW AWARDS' and 'THE BEST INNOVATIVE WRITING' in a clean, sans-serif font. The word 'AWARDS' is in blue, while the other words are in white.



Cass Balzer shared a link.

May 28 near Lake Forest



Just another reminder to check out the &NOW Awards 2: The Best Innovative Writing!

<http://www.lakeforest.edu/andnowawards2>



Lake Forest College Press Publications at Lake Forest

www.lakeforest.edu

This second volume of The &Now Awards recognizes the most provocative, hardest-hitting, deadly serious, patently absurd, cutting-edge, avant-everything-and-nothing work from the years 2009-2011.

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4

The &NOW AWARDS 2: The Best Innovative Writing

I seldom make posts like this, but I have been asked to spread the word of this collection (as part of my research internship). It has some of the strangest, most innovate writing I have ever read, and is definitely worth checking out.

May 24, 2013 · 4:06 pm



[Leave a Comment](#)

The &NOW AWARDS 2: The Best Innovative Writing



Everybody should check this out because this book is coming out tomorrow and there is a lot of interesting writing in there so yeah clicky

Also it would be really cool if you guys could re-blog this to get the word out I'd love you forever.

Posted May24th at 12:03 pm

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Thank You