



UNIVERSITY of
DENVER

COLLEGE OF ARTS, HUMANITIES
& SOCIAL SCIENCES
Publishing Institute

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THE 45TH ANNUAL

DENVER PUBLISHING INSTITUTE

JULY 12 –
AUGUST 7, 2020

*Turn your passion for
books into a profession.*



ABOUT THE DPI

The Denver Publishing Institute is a four-week, graduate-level program dedicated to helping book lovers launch their publishing careers anywhere in the country. We introduce you to the process of book publishing: from editing, marketing, and production, to the bigger picture of digital publishing in a constantly changing world. Each summer, we bring students together with industry leaders who represent all aspects of book publishing—from small independent trade houses to large global media companies, from companies in the hub of book publishing in New York City to publishers from across the country.

You'll find some of our recent graduates at Penguin Random House; HarperCollins; Oxford University Press; Sourcebooks; Simon & Schuster; Walt Disney Company; Chronicle Books; Hachette Book Group; Princeton University Press; Andrews McMeel Universal; Workman Publishing; W.W.Norton & Company, and many more.

Over the course of four weeks, you'll obtain a solid educational foundation and become part of our community and nationwide network of publishing professionals. Come join us this summer in beautiful Colorado.

PROGRAM FORMAT AND CONTENT

During the Editing Workshop, you will engage with the various stages of editing by working on actual manuscripts. You will have the opportunity to practice editorial skills such as the preparation of a reader's report, substantive manuscript editing, copyediting, and proofreading.

The Editing Workshop is directed by **Karl Weber**, President, Karl Weber Literary, former Editor and Publisher with McGraw-Hill, John Wiley & Sons, Times Business/Random House; and **Nan Gatewood Satter**, Independent Book Editor, former Editor with Doubleday, with help from **Cory Hunter**, Independent Book Editor and former Editor with Doubleday.

During the Marketing Workshop, you will gain practical experience writing a publicity release for an actual manuscript, learn to identify target audiences and develop a complete marketing plan. The Marketing Workshop is directed by **Erin Cox**, Public Relations and Marketing Consultant, ELC Productions; Literary Agent, Rob Weisbach Creative Management; former Publicist with Scribner/Simon & Schuster and HarperCollins; and Publishing Institute graduate.

In addition to hands-on workshops, prominent publishing executives from every area of the business will share their expertise on a broad range of publishing issues.

Field trips round out the intensive course of instruction, including trips to the nationally known Tattered Cover Book Store in Denver, CO and Hachette's Perseus Books Group in Boulder, CO.

CAREER GUIDANCE/NETWORKING

Throughout the program, you will find opportunities for career guidance. Human resource specialists answer questions and provide tips on résumés, cover letters, interviews, using LinkedIn, and making job connections. Job notifications are sent out to students throughout the Institute, and continue after graduation.

University of Denver Career Services starts things off with a motivational networking session. Then, during the four weeks of the Institute, opportunities abound for you to interact with the many publishing executives who come to Denver from all over the country. Faculty members join students at lunch, providing a chance to talk one-on-one, and after hours gatherings provide additional, informal opportunities to connect. Alumni of the Denver

Publishing Institute return to network with current students and share their first-hand job search success stories.

During the last week of the Institute, a day is set aside for mock interviews with a host of individuals from the book industry. You will have a practice interview to experience the process. Individuals working in varying areas of the publishing industry will hold informational and job-specific consultations.

Upon graduation from the Denver Publishing Institute, you will join a community of alumni dedicated to helping others find their place in the publishing world. After four weeks, you will have made valuable connections with the Institute faculty and staff, your fellow grads, and the publishing world at large.



2020 LECTURE PROGRAM



Dominique Raccah



Ben Loehnen



Erin Cox



Jalissa Corrie

KEYNOTE

Dominique Raccah, Publisher and CEO, Sourcebooks, Naperville, IL

THE ROLE OF THE EDITOR / ACQUISITION OF THE MANUSCRIPT / MAKING THE PUBLISHING DECISION

Ben Loehnen, Vice President and Editor-in-Chief, Avid Reader Press, Simon & Schuster, New York, NY

BIRTH OF THE BOOK

The process of “how a book is born” is demonstrated in a discussion between **Karl Weber**, Director, Editing Workshop, and **Tiffany Quay Tyson**, author of *The Past is Never*, Skyhorse Publishing, 2018

THE ROLE OF THE LITERARY AGENT

Sandra Bond, Owner, Bond Literary Agency, Denver, CO

THE BUSINESS OF PUBLISHING: MAKING THE NUMBERS WORK

Nikko Odiseos, President, Shambhala Publications, Boulder, CO

UNIVERSITY PRESS / SCHOLARLY PUBLISHING

Christie Henry, Director, Princeton University Press, Princeton, NJ

COLLEGE TEXTBOOK PUBLISHING

Priscilla Mcgeehon, College Publisher, Thames & Hudson, New York, NY
Reid Hester, Executive Editor, Psychology, SAGE Publishing, Thousand Oaks, CA and Denver Publishing Institute graduate

COPYEDITING AND PROOFREADING

Alice Levine, freelance editor, former Copy Chief, Westview Press, Boulder, CO

A DAY WITH INDEPENDENT PUBLISHERS

Jack Jensen, President, Chronicle Books, San Francisco, CA
Sanj Kharbanda, Director Sales and Marketing, Beacon Press, Boston, MA
Kirsty Melville, President and Publisher, Andrews McMeel, Kansas City, MO
Meg Reid, Director
Hub City Press, Spartanburg, SC



Joel Fotinos



Karl Weber



Christie Henry



Nan Satter

Marina Tristán, Assistant Director,
Arte Público Press, Houston, TX

RELIGIOUS PUBLISHING

Joel Fotinos, Vice President and
Editorial Director, St. Martin's
Press/Macmillan, New York, NY

CHILDREN'S BOOKS

Virginia Duncan, Vice President,
Publisher, Greenwillow
Books/HarperCollins, New York, NY

BOOK PACKAGING / BOOK PRODUCING

Mike Oprins, Chief Executive Officer,
Be Amazing Toys, and former
Vice President, Group Publisher,
Quarto Publishing Group, Seattle, WA

BOOK DESIGN

Laura Drew, Creative Director, Quarto
Publishing Group, Minneapolis, MN

PRODUCTION

Stacy Schuck, Production Manager,
The Perseus Books Group, Boulder, CO

DIGITAL MARKETING STRATEGIES

Anna Jarzab, Digital Marketing Strategist and
Denver Publishing Institute graduate,
Simon & Schuster Children's Publishing,
New York, NY

PUBLICITY

Todd Doughty, Vice President, Executive Director
of Publicity, Doubleday/Penguin Random House
New York, NY

THE ROLE OF THE WHOLESALER

Shawn Everson, Chief Commercial
Officer, Ingram Content Group,
Nashville, TN

THE BOOKSTORE

Len Vlahos, Owner, Tattered Cover
Book Store, Denver, CO

PUBLISHING SALES:

GETTING BOOKS TO MARKET

Meg Sherman, Sales Representative,
W.W. Norton & Company, New York, NY
Arsen Kashkashian, Head Buyer, Boulder
Book Store, Boulder, CO

2020 LECTURE PROGRAM



Todd Stocke



Virginia Duncan



Nikko Odiseos



Todd Doughty

PUBLISHING SALES: NATIONAL ACCOUNTS

Deirdre Dolan, Vice President,
Associate Sales Director, W.W. Norton
& Company, Inc., New York, NY

DIGITAL INNOVATIONS IN PUBLISHING

Todd Stocke, Senior Vice President
and Editorial Director of Sourcebooks,
Naperville, IL

DIVERSITY IN PUBLISHING

Jalissa Corrie, Marketing Associate
LEE & LOW BOOKS, Inc., New York, NY

LEGAL ASPECTS OF PUBLISHING

Jon Tandler, Attorney, Sherman
& Howard, LLC, Denver, CO

SUBSIDIARY RIGHTS

Kristin Kliemann, Kliemann & Company
Consulting, former Vice President, Subsidiary
Rights, John Wiley & Sons, Inc. Hoboken, NJ

HOW TO GET A JOB: TIPS ON RESUMES, INTERVIEWS AND MAKING CONNECTIONS

Susan Gordon, President, Lynne Palmer
Executive Recruitment Agency, New York, NY
Katy Craig, Founder/Owner of Pavo Leadership,
LLC., 2003 Publishing Institute graduate
Denver, CO

MOCK INTERVIEWS

Every student will have the opportunity
to practice interviewing with a local
publishing professional.

PANEL DISCUSSION WITH PUBLISHING INSTITUTE GRADUATES

How they got their jobs and what
they are doing now.

COMMENCEMENT ADDRESS AND GRADUATION BRUNCH

Carl Lennertz, Executive Director, Children's
Book Council and Every Child a Reader,
Publishing Consultant, former Vice President,
Marketing at Random House, HarperCollins
and Little, Brown, New York, NY



"Attending DPI expanded my understanding of the book industry in profound ways. The in-depth programming and exceptional speakers gave me a leg up in landing the interview for my dream job, and enabled me to be so much more effective on my first day at Penguin Random House than I would have been otherwise. DPI changed my life, and I'd do it all over again if I could!"

JUSTIN GOODFELLOW
SALES MANAGER, PENGUIN RANDOM HOUSE
DPI '14 GRADUATE

LOCATION

The University of Denver campus is built to inspire. Nestled in the Denver community, our 125 acres are minutes from downtown and a stone's throw from the Rocky Mountains. With 300 days of sunshine, this is a place where you'll be excited and inspired by our vibrant literary community.

ADMISSION

The Denver Publishing Institute is designed for recent college graduates and career changers seeking careers in book publishing, and for those presently employed in publishing or related fields who want a broad overview of the industry. Enrollment is limited to 95 students. Applications must be submitted by March 26, 2020, and accompanied by two letters of recommendation, a personal statement, resume, transcripts, and a nonrefundable fee of \$65.

- ▶ **Applications must be submitted online:**
www.du.edu/publishinginstitute

TUITION, HOUSING AND MEALS

Tuition for 2020 will be \$4,810. To provide invaluable networking opportunities with the faculty and staff, students are required to eat lunch in the dining hall and to attend some special events. The cost for the meal plan, including special events, will be \$450. Students who elect to stay on campus will stay in a residence hall. Single rooms are clustered in suites with a central kitchen, living room and bathroom. Housing on campus is optional, and the single occupancy cost will be \$1,590.



CONTACT THE DENVER PUBLISHING INSTITUTE

Jill Smith, *Director*
Jennifer Conder, *Associate Director*
Margaret Shaheen, *Program Coordinator*

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