

Press Contact

Liam Passmore

Shave and a Haircut

liam@shaveandahaircut.biz

415-865-0860 (O)

416-218-1544 (C)

Litquake Loads the Marquee with Experts in Debut of E-Publishing Conference digi.lit

One-day conference will demystify the new publishing landscape by putting attendees in the same room with representatives from fifteen traditional and non-traditional publishers alongside successful authors, respected agents and editors, application and graphic designers, marketers, and booksellers with a roster that includes Jon Fine director of author and publisher relations at Amazon, author Neal Pollack, *Salon* and *New York Times* literary critic Laura Miller, Stanford professor, author and blogger and NPR “math guy” Keith Devlin, authors from The Atavist and TED Books, Brooke Warner of SheWrites, plus literary agents April Eberhardt, Laurie McClean and Ted Weinstein as well as representatives from Chronicle Books, McSweeney’s, Wattpad, Byliner, Blurb and others

digi.lit: June 29th at SPUR Urban Center; \$225.00

San Francisco, May 16, 2013 – San Francisco’s literary festival Litquake wades into the choppy and potentially perilous waters of e-publishing with its first ever conference dedicated toward the subject. In a city of writers with deep and justifiable attachments to the independent book scene, the changing landscape of publishing has posed dilemmas resulting in not only divided loyalties, but also confusion about the opportunities that the new paradigm of e-books delivered on multiple platforms represents. Especially for those wishing to take matters of their own career into their own hands.

This full-day conference is designed to explain and demystify the new digital publishing landscape. digi.lit will dive into this new technological frontier in order to introduce authors, readers, book creators and other attendees to the innovators and innovations pushing the boundaries of digital books.

The day is comprised of 3 morning sessions and 3 afternoon sessions. The schedule is broken down into two basic tracks, one practical and nuts and bolts, and the other more philosophical. Each session will offer a panel associated with each of those tracks. Where in a traditional conference, one has to commit to follow one track from one session to the next, attendees at digi.lit are free to choose which panel they would like to attend as they segue from session to session.

digi.lit will feature 15 publishers: Amazon, Chronicle Books, Skywriter Books, McSweeney’s, HarperOne, Counterpoint Press, Zyzzyva, Byliner, Wattpad, Colloquy, Inkling, Plympton, Untreed Reads, Smashwords and Blurb

Keynote Speakers: author Neal Pollack and *Salon* & *New York Times* literary critic Laura Miller.

Authors & Writers Include:

- Neal Pollack – journalist, yoga teacher and ebook success story, latest books *Jewball* and *Downward-Facing Death*
- Keith Devlin – Stanford professor, author and blogger, and NPR’s “Math Guy”
- Kate Douglas – author of dozens of fantasy and erotica novels, both print and digital formats
- Seth Harwood – teaches at Stanford and author of several books – his first novel began as an audio podcast serialized around the world, and now published in both print and digital
- Ransom Stephens – physicist, science writer, and ebook pioneer, who just signed a two-book deal with 47North, a new Amazon imprint of sci-fi, fantasy and horror

- Cameron Tuttle – bestselling author of the Bad Girls series, currently releasing phone and pad app versions of her books
- Martha White – writer, editor, and much sought-after speaker at conferences and writing programs
- Laura Miller – Literary critic for *Salon*, *The New York Times* and other outlets

Agents Include:

- April Eberhardt – self-described “literary change agent” working in both traditional and electronic marketplaces
- Laurie McLean – literary agent with Foreword Literary, a full-service hybrid agency based in Silicon Valley
- Ted Weinstein – owner of Ted Weinstein Literary Management, based in San Francisco

Designers Include:

- Barbara Pollak – Book application designer

Traditional Publishers Include:

- Jon Fine – Director of author and publisher relations at Amazon
- Holly Payne – Author and Publisher of Skywriter Books
- Representatives from Chronicle Books, McSweeney’s, HarperOne, Counterpoint Press and Zyzzyva

Digital & On Demand Publishers Include:

- John Tayman – Founder and CEO of Byliner
- Representatives from Wattpad, Colloquy, Inkling, Plympton, Untreed Reads, Smashwords and Blurb

Indie booksellers include:

- Representatives from City Lights, Book Passage, Booksmith, Green Apple Books and Kepler's Books as well as Kobo, an eReader and eReading service

Schedule

8:30 am – Coffee, registration & exhibit mingling

9:00-9:45 am – Morning Session I

- Track one: Agent April Eberhardt: Digi.me: Is Digital Publishing the Best Option for Me?
- Track two: If It’s Digital, Can It be Literature? This panel includes author Holly Payne, a representative from Plympton, a publisher of serial fiction, and others, all moderated by Oscar Villalon, former books critic at the San Francisco Chronicle and current managing editor of ZYZZYVA

10:00-11:30 am – Morning Session II

- Track one: Author Branding and Marketing with Christin Evans of Booksmith, author Ransom Stephens and Meghan Ward of The Writer’s Grotto among others
- Track two: Needle in a Haystack: Discovering New Digital Content with representatives of Goodreads (to be confirmed), Wattpad and Laurie McLean of Foreword Literary

11:45-12:30 am – Morning Session III

- Track one: Neal Pollack: Reinventing The Literary Career For The Digital Age
- Track two: Laura Miller of *Salon*: Printed vs. the Digital Word

12:30-1:30 pm – Lunch Break

1:30-2:30 pm – Afternoon Session I

- Track one: Judging a Book By its Cover: The Potential of Graphics; experts include book and application designer Barbara Pollak, Michael Carabetta from Chronicle Books,

Kerry Tremain of 36 Views, Geary Zendejas from Blurb and others

- Track two: The Future of Publishing; will feature Jon Fine, director of author and publisher relations at Amazon, and others

2:45-4:00 pm – Afternoon Session II

- Track one: Bringing Your Printed Book Back From the Dead; participants include author Cameron Tuttle, and John Tayman of Byliner and others
- Track two: The Future of Bookstores and Libraries with Kevin Hunsanger of Green Apple Books and others moderated by Sam Barry of Book Passage

4:15-5:00 pm – Afternoon Session III

- Track one: How to Find Success in Digital Books (Or at Least Not Lose Your Shirt) - Agent Ted Weinstein joins digital publisher Martha White COO of the Alpha Division which digitizes and distributes for authors such as Barbara Freehy who sold over one million ebooks as of last October and successful erotica writer Kate Douglas, with moderator Seth Harwood
- Track two: How Digital Publishing has Changed Authors' Lives; NPR's Keith Devlin and others, moderated by Denise Sullivan

5:15-6:30 pm – Closing Wine Reception

What: digi.Lit - Litquake's Digital Publishing Conference

Where: SPUR Urban Center, 654 Mission Street

When: Saturday, June 29, 2013

Begins: 8:30 AM

Duration: Conference tracks begin at 8:30 and run until 5:15, with a reception to follow

Cost: \$225; Admission includes lunch, coffee and wine reception

Registration: <http://www.litquake.org/digilit>

About Litquake

Litquake, San Francisco's annual literary festival, was founded by Bay Area writers in order to put on a week-long literary spectacle for book lovers, complete with cutting-edge panels, unique cross-media events, and hundreds of readings. Since its founding in 1999, the festival has presented more than 4,600 author appearances for an audience of over 100,000 in its lively and inclusive celebration of San Francisco's thriving contemporary literary scene. Litquake seeks to foster interest in literature, perpetuate a sense of literary community, and provide a vibrant forum for Bay Area writing as a complement to the city's music, film, and cultural festivals. **Dates:** 10/11-19, 2013. www.litquake.org

Litquake is made possible in part due to the support of the following sponsors: The Miner Anderson Family Foundation, San Francisco Arts Commission, San Francisco Grants for the Arts, Zellerbach Family Foundation, Black Balloon Publishing, California Institute of Integral Studies, Chronicle Books, HarperOne, The Rex Foundation, Stanford Humanities Center and the Human Experience at Stanford University, Stanford Continuing Studies, UC Berkeley Extension's Creative Writing Program, Scrivener, SF Travel, The Consulate-General of Mexico in San Francisco, The Book Club of California, Renaissance Stanford Court Hotel and The Hotel Rex. **Media Sponsors:** 7x7 magazine, KQED, KALW 91.7 and BARTab

Shave and a Haircut

3685 17th Street, San Francisco, California 94114 US
