

2015 AWP Conference Schedule

Thursday, April 9, 2015

9:00 am to 10:15 am

R108. [Social Media Secrets for Authors](#)

Room 200 B&C, Level 2

([Meghan Ward](#), Isaac Fitzgerald, Amy King, Susan Ito, Sophronia Scott)

Building an author platform is more than a numbers game. Any author active on social media knows that 10,000 Twitter followers do not equal 10,000 book sales. But you can increase your number of “true fans”—those followers who will buy everything you publish—by following a few simple secrets. Panelists will discuss how they use quality, consistency, authenticity, and reciprocity on Facebook, Twitter, and blogs to engage their readers in conversation and convert followers into friends.

12:00 pm to 1:15 pm

R162. [The Sky Isn't Falling: Publishing and Entrepreneurship](#)

AWP Bookfair Stage, Level 1

(Chris Fischbach, [Richard Nash](#), [Eric Obenauf](#), Lisa Lucas)

Believe it or not, there are publishers bullish about the future. Coffee House, *Guernica*, Red Lemonade, and Two Dollar Radio are thinking differently about how they connect writers and readers, responding to not only a changing industry, but to the changing ways readers want to experience texts. By thinking entrepreneurially, they are moving beyond what a traditional publisher does by engaging visual artists, making films, working in multiple platforms, creating writers' residencies, and more.

1:30 pm to 2:45 pm

R192. [New Trends in Literary Publishing](#)

Auditorium Room 2, Level 1

([Jeffrey Lependorf](#), Fiona McCrae, [Deena Drewis](#), [Nathan Rostron](#), Jon Fine)

Get the latest on the greatest issues facing literary publishing from a panel of individuals shaping the industry.

R200. [More Than Luck: How Publishers Select Literary Manuscripts](#)

Room 101 J, Level 1

([Ann Filemyr](#), [Denise Low](#), [Susan Gardner](#), [Donald Levering](#))

All presses look for quality in manuscripts. What other criteria make a difference in the selection process? Book editors from diverse presses—Red Mountain, and Mammoth Publications (American Indian)—discuss the possible impacts of niche, contests, marketability, length, topic, and author support, among other considerations. A behind-the-scenes look at how to increase chances of getting a book published and understanding what is needed to go from manuscript to book.

R210. [Writing Well Yet Writing to Sell: The Art of The Literary Page-Turner](#)

Room 211 C&D, Level 2

(Carla Buckley, [Rebecca Johns](#), Mark Wisniewski, Laura McHugh, [Tim Johnston](#))

Writers of literary fiction spend years earning the praise and acceptance of journals and small presses, yet are rejected by advance-paying NYC houses because their work doesn't compel readers to buy. Five accomplished authors at various stages of their careers share advice, insights, and lessons they've learned about the divide between literary and commercial fiction, and how they've straddled it with books that not only earn praise, but also wider audiences—and the income to keep on writing.

3:00 pm to 3:30 pm

R222B. [Official #AWP15 Tweetup](#)

Scott James Bookfair Stage, Level 1

(Kate McDevitt)

A gathering for attendees tweeting at the AWP Conference & Bookfair to meet face-to-face. Come for a few minutes to say hello or stick around to chat with Twitter users and the AWP Webmaster. Use the hashtags: #AWP15 and #AWPTweetup. For more information about tweeting from the conference, view the [#AWP15 Tweet Sheet](#).

4:30 pm to 5:45 pm

R258. [What We Hate: Editorial Dos and Don'ts](#)

Auditorium Room 2, Level 1

(Emerson Blake, Cheston Knapp, Patrick Thomas, Carolyn Kuebler, Jordan Bass)

You won't find this in the FAQ. Get it straight from the source. Five distinguished magazine and book editors speak candidly about what they love and loathe and everything in between. What do editors really want from writers? What do they absolutely not want? If you're positively sure you know the answers to these questions, then don't come to this panel featuring editors from the *Believer*, Milkweed Editions, *Tin House*, *New England Review*, and *Orion*.

R267. Digital Strategy as Mission Statement: Three Models

Room 200 F&G, Level 2

(Tyler Meier, Jen Benka, Antonio Aiello)

This panel will feature three leading literary institutions in conversation about their digital strategies, and look at the efforts of each across their platforms as an expression of their respective mission statements. We will explore websites, social media, and email efforts, and digital publications/collections. We will speak to how an integrated approach to digital strategy works to cultivate and engage audience and encourage broader, multifaceted participation across screen sizes and devices.

R282. The Rise of the Independent Publicist

Room L100 B&C, Lower Level

(Angela Pneuman, Michelle Blankenship, Jesmyn Ward, Amy S.F. Lutz, Peggy Shinner)

Emerging fiction and nonfiction writers and an independent publicist discuss working with diverse publishing venues to pursue optimal media coverage. Panel topics include ways to take full advantage of your own PR consultant, who can create and execute original media strategies or supplement existing in-house publicity efforts.

Friday, April 10, 2015

9:00 am to 10:15 am

F113. How Writing Programs Can Meaningfully Utilize Social Media in an Age of Branding, Over-saturation, and Decreasing Admissions

Room 200 F&G, Level 2

([Robert Stevens](#), Robyn Jodlowski, Kinsley Stocum, [Terry L. Kennedy](#))

This panel will discuss different ways that writing programs and journals can use social media to recruit, advocate, teach, and promote literary citizenship. Panelists will discuss their experiences and best practices for established and emerging digital mediums (Facebook, Twitter, etc.). In an age of "branding," over-saturation, and decreasing admissions, how can programs and editors use social media meaningfully? This panel will provide practical advice, as well as thoughts on the digital future.

10:30 am to 11:45 am

F138. The Little Magazine in America: Where Are You Going, Where Have You Been?

Room 101 B&C, Level 1

([Jeffrey Lependorf](#), Don Share, Ian Morris, [Jane Friedman](#))

A diversity of literary magazine experts discuss and debate the sometimes secret history and roles of "the little magazine" in America. Where do literary magazines seem to be headed now? What other routes might they take?

F161. In the Middle of Everything: Independent Publishing in the Midwest

Room L100 D&E, Lower Level

(Naomi Huffman, [Ben Tanzer](#), Jeffrey Gleaves, Kathleen Rooney, Jason Sommer)

"New York!" he said. "That's not a place, it's a dream," writes Ralph Ellison in *Invisible Man*. New York may be a dream for many writers, but it's certainly not the only dream. Over the last decade, countless small presses and journals, literary reading series, and independent bookstores have cropped up in minor Midwestern cities. "In the Middle of Everything" will discuss what's going on in Midwestern America to make it one of the most vibrant places to be a writer and celebrate literature.

12:00 pm to 1:15 pm

F175. Literary Citizenship: Incessant Self-Promo or Virtuous Duty?

Room 200 D&E, Level 2

([David Griffith](#), [Richard Nash](#), Austin Kleon, Julie Buntin, [Cathy Day](#))

As publishers keep marketing budgets at historic lows and writers take to social media by the thousands to promote their work and that of others, "literary citizenship" has become a hotly debated and divisive topic. This panel of writers, editors, and publishers will discuss why literary citizenship is crucial not only for the growth of individual careers or organizations, but perhaps more importantly, for promoting literacy and the

literary arts in a culture that is increasingly televisual.

1:30 pm to 2:45 pm

F203. [Readings from *Every Father's Daughter*, a New Anthology of Personal Essays by Women about Their Fathers](#)

Room 101 D&E, Level 1

(Phillip Lopate, [Joyce Maynard](#), Ann Hood, [Jayne Anne Phillips](#), Jill McCorkle)

Some of this century's finest women writers from all over the country will read from *Every Father's Daughter*, a new anthology of personal essays by diverse women about their fathers. The anthology is being published in April 2015 on the occasion of McPherson & Company's 41st anniversary.

F211. [Hello, Is It Me You're Looking For? Finding Your Audience through Social Media](#)

Room 205 A&B, Level 2

(Benjamin Samuel, Lincoln Michel, [Rachel Fershleiser](#), Kathy Daneman)

Social media gurus reveal the nitty-gritty of developing a consistent, engaging voice across platforms by sharing actual tweets, posts, blasts, and subject lines that have gotten the word out and grown audiences.

Saturday, April 11, 2015

9:00 am to 10:15 am

S113. [Yes, Writing Is a Job: People Who Get Paid to Write](#)

Room 200 D&E, Level 2

([Joy Lanzendorfer](#), [Marcia Simmons](#), [Nora Maynard](#), Ken Weaver)

Believe it or not, it's possible to make a living writing. Four working writers from diverse backgrounds will talk about how they make ends meet through article writing, blogging, nonfiction books, and other projects. Panelists will discuss how we get work, the financial realities of the publishing world, and our struggle to balance writing for money with creative endeavors that are closer to our hearts (but harder on our pocketbooks).

S124. [Moving into the Future, One Step at a Time: Serial Literature in the Digital Age](#)

Room M100 D&E, Mezzanine Level

(Drew Arnold, Yael Goldstein Love, Henriette Power, Michelle Miller)

Serial literature, the staple of working writers like Charles Dickens, has been revived by advances in technology. Editors of e-publishing outfits discuss the revival of the serial, how it affects the reading experience, and what this emerging market means for writers. Discussion includes analyses of technological advances that make serial publishing feasible for a publisher, how/if writers are adapting style to fit the form, and how serials reach untraditional audiences.

10:30 am to 11:45 am

S140. [Promotion as Art: Thinking Beyond the Book Trailer](#)

Room 101 F&G, Level 1

([Mitchell Douglas](#), David Flores, Ellen Hagan, Monica Hand, Parneshia Jones)

En route to a National Book Award win, Nikky Finney promoted *Head Off & Split* with a series of short films by David Flores. More than book trailers, these thoughtful vignettes revealed the person behind the poems: a voice of witness speaking candidly from the places that birthed the project. This panel gathers five poets with David Flores to discuss their unique collaborations with the filmmaker, the need for more innovative book promotion, and what happens when spreading the word becomes art.

12:00 pm to 1:15 pm

S172. [Literature On Air](#)

Room 101 F&G, Level 1

(Marianne Kunkel, Jeff Brown, Don Share, Michael Nye, Anna Schachner)

The panel will explore innovative ways in which the literary arts have achieved renewed life through various broadcast media, including video, vimeos, and the exciting rise in literary podcasts. Editors of *Poetry*, *Prairie Schooner*, *Virginia Quarterly Review*, the *Missouri Review*, and *PBS NewsHour* will discuss strategies, challenges, and opportunities that come with creating on-air media platforms for the literary arts and what these productions mean for their vision for their pages.

S173. [Literary Citizenship: It's Not About You](#)

Room 101 H&I, Level 1

([Lori A May](#), Kamy Wicoff, [Jeanetta Calhoun Mish](#), [Joe Ponepinto](#), Susan Tekulve)

Literary citizenship is about building strength in community. Regardless of genre, geography, finances, or

publication experience, there are ample ways to engage with others, foster local and national communities, and support our cultural ecosystem. Panelists will discuss how to support and create opportunities for the benefit of others, including the development of reading series' and online communities, working with nonprofit organizations, book reviewing, mentoring underserved writers, and more.

S185. [Small Press, Not Small Reach: Marketing Your Small Press Fictions](#)

Room M100 A, Mezzanine Level

(Joshua Isard, [Courtney Mauk](#), Nina McConigley, Christopher Merkner)

An awesome small press has reached out to you and said, Yes, let us make this fiction of yours into a book together, and you couldn't be more thrilled—and more uncertain. You know you won't have a tour on their dime, there are no dimes, but what will be your role in marketing your small press work of fiction? This panel addresses the use of social media, guerrilla campaigns, independent bookstores, interpersonal connections, and library systems in marketing and sharing your small press fiction.

1:30 pm to 2:45 pm

S224. [Poets Paying the Bills: Balancing Your Writing and Moneymaking](#)

Room L100 D&E, Lower Level

(Rachel Simon, [Chloe Yelena Miller](#), [Hila Ratzabi](#), Shradha Shah, [Mary Austin Speaker](#))

"Poetry" is often synonymous with "poverty." How do we afford groceries and other necessities? Panelists from diverse professional backgrounds will discuss how they balance their paying jobs (emergency room doctor, freelance editor, adjunct professor, poetry press editor, online instructor, and book designer) with their writing practice and families. Two panelists have small children at home.

3:00 pm to 4:15 pm

S231. [From Rent Parties to Kickstarter: Toward a Democratic Patronage of Poetry](#)

Auditorium Room 3, Level 1

(Rita Mae Reese, [Millicent Accardi](#), Colleen Roberston Abel, [Eileen Myles](#), Marty McConnell)

Have you seen your poems on blogs or pillows sold on Etsy but weren't even consulted or paid for their use? Would you like to receive payment for your poetry? Do you have a special project that needs funding? This panel will identify avenues of support for poets who make potential readers more aware of and invested in poetry as a living art form. We will explore the concept of the gift economy, aggregated sites for donations, crowdsourcing, rent parties, and more.

S232. [Literary Publishing in the 21st Century](#)

AWP Bookfair Stage, Level 1

([Travis Kurowski](#), Daniel Slager, [Jane Friedman](#), Emily Smith, Gerald Howard)

In 1980, Bill Henderson assembled *The Art of Literary Publishing*, an anthology that defined the challenges publishers would face for the next thirty years. In recognition of the seismic change in the industry over the past decade, Literary Publishing in the 21st Century brings together a diverse group of publishing professionals to explore challenges the next thirty years may hold. This panel assembles four contributors to the anthology to explain how publishing will thrive in the 21st century.

4:30 pm to 5:45 pm

S284. [Creative Writing in the Digital Age](#)

Room M100 J, Mezzanine Level

(Joseph Rein, Douglas Dechow, [Janelle Adsit](#), [Trent Hergenrader](#), Michael Clark)

Digital technology has a profound and ever-increasing impact on creative writing; however, this impact is often overlooked in the traditional creative writing classroom. This panel addresses creative solutions to utilizing technology in traditional and hybrid genres, from digital poetics to social media to game theory. The panelists discuss traditional, hybrid, and online-only classrooms, and how instructors can integrate digital tools to enhance creativity both in process and product.