

Vendors and Raffle Sponsors!

Our vendors are open to the public! Be sure to chat with these lovely publishing professionals in Room 236. Grab some breakfast—provided by Henry Higgins Boiled Bagels, Riccardo's Ristorante, Buffalo Gap Saloon & Eatery, and VooDoo Doughnut—and don't forget to buy a raffle ticket!



Thanks to Our Presenting Sponsor:



Thanks to Our Lunch Sponsors:

Pita Pit, C'est Si Bon, McMenamins Market Street Pub, Tart Berry, Schmizza Pub and Grub, and Laughing Planet Cafe.

About the Conference:

Write to Publish began as a fundraiser and open house to inform the public about the publishing program at Portland State University and the nonprofit press, Ooligan, at the heart of the program. In 2009, Write to Publish grew into a conference with the goal of demystifying the publishing industry for emerging writers. Each year, Write to Publish provides workshops, panels, vendors, and speeches hosted by authors and industry professionals, as well as raffles and writing contests with exciting prizes. These events offer writers information about the state of the publishing industry and advise them on how to navigate it successfully.

About Ooligan Press:

Ooligan Press is a general trade publisher with national distribution rooted in the rich literary tradition of the Pacific Northwest. A region widely recognized for its unique and innovative sensibilities, this small corner of America is one of the most diverse in the United States, comprising urban centers, small towns, and wilderness areas. From this wealth of culture, Ooligan Press aspires to discover works that reflect the values and attitudes that inspire so many to call the Northwest their home. Founded in 2001, Ooligan is a teaching press dedicated to the art and craft of publishing. Affiliated with Portland State University, the press is staffed by students pursuing master's degrees in an apprenticeship program under the guidance of a core faculty of publishing professionals.

Enter Our Social Media Contest!

Post creative pictures of you and your friends on social media, use our hashtag, and tag Ooligan Press, and and be entered to win a prize!

Hashtag: #W2P2016

Ooligan Press Tag: @ooliganpress



WELCOME

TO

WRITE TO
PUBLISH 2016!

CONFERENCE SCHEDULE

9:00 A.M.

Enjoy a Complimentary Breakfast!

9:45 A.M. – 10:15 A.M.

Welcoming Speech - Rm. 238

10:30 A.M. – 11:15 A.M.

Intellectual Property Rights - Rm. 238

This panel operates to teach authors how to protect themselves and their work. Though it affects them every time they write, many authors know very little about intellectual property rights. This panel will help authors avoid the dangers of quoting other people's work and will teach them how to properly ensure the safety of their own. This panel will also examine intellectual property rights as they pertain to publishers.

Panelists: Michael Clark, David Bourgeau, Chip MacGregor, and Betsy Amster; Moderated by: Alan Holley

Writing for Comic Books - Rm. 294

Comic book writing is at once very different from and similar to all other forms of writing. Don't avoid writing for comic books based on the assumption that it is hard to write entire stories while using only dialogue. This panel will examine the ways in which this area of writing resembles and is unlike other forms of writing.

Panelists: Sara Ryan, Virginia Paine, Bess Pallares, and Jenn Manley Lee; Moderated by: Emily Einolander

11:30 A.M. – 12:30 P.M.

Submit Like a Professional - Rm. 238

The submission process can be daunting. Authors must make a first impression that leaves agents and publishers wanting to hear more. This workshop will focus on how to write professional cover letters, queries, and proposals. It will offer guidelines on interpreting mission statements and submission guidelines from agencies and publishing houses to find the best fit for your work.

Workshop Coordinator: DongWon Song

What Happens During a Pitch - Rm. 294

Every author dreads the task of pitching their work. This workshop will explain what to expect in this process and what an acquisitions editor would expect from the author. It will give authors better tools for presenting their written work to other professionals in the industry and getting it the attention it deserves.

Workshop Coordinators: Bess Pallares and Molly K. B. Hunt

12:45 P.M. – 2:00 P.M.

Lunch - Coupons Provided in Bags

12:50 – 1:50 Pitch to a Professional, Rm. 294

Pitch your manuscript to publishing professionals, including Carl Adamshick, publisher of Tavern Books; Betsy Amster, principal of Betsy Amster Literary Enterprises; Michael D'Alessandro, publisher of Bedouin Books; DongWon Song, literary agent at Howard Morhaim Literary Agency Inc.; and Molly K. B. Hunt and Bess Pallares, acquisitions editors at Ooligan Press.

1:00–1:40 Reading in Student Lounge

Featuring our contest winners, Judith Works and Keli Osborn, as well as authors Lynn Darroch and Renee Mitchell.

2:15 P.M. – 3:00 P.M.

Future of Writing: Digital Media - Rm. 238

With the internet shaping all facets of our lives and work, it's a brave new world of storytelling and self-promotion. Most of us, no matter how web savvy, can benefit from the guidance of real-life professionals. As publishing creative directors, published writers, and marketing experts, the panelists will be offering educated insights on creating an online platform and why people respond to them. And don't worry; it's about way more than getting social media followers.

Panelists: Whitney Diffenderfer, Kent Lewis, Jerry Ketel, and Kari Luna; Moderated by: Kathi Berens

Working with Freelance Editors - Rm. 294

It's hard to hand over a manuscript to a stranger, but on the road to getting published, it's something that has to be done. It doesn't have to be soul-crushing. A panel of four editors will offer their wisdom on how to make the relationship between author and editor as positive as possible.

Panelists: Adam O'Connor Rodriguez, Whitney Smyth, Cheri Lasota, and Lisa Patterson; Moderated by: Cobi Lawson

3:15 P.M. – 4:15 P.M.

Cutting Unnecessary Words - Rm. 238

Nearly every writer has experienced the agony of going over a specified word count, but not every writer knows how the process of removing certain words from their work can improve readability. This workshop will discuss the benefits of trimming the work while maintaining voice and tone, and it will explain the most commonly overused words. By cutting out just a handful of words, your writing can become a cleaner, clearer, and smoother read.

Workshop Coordinator: Adam O'Connor Rodriguez

3:15 P.M. – 4:15 P.M. (cont.)

Connecting with Your Fans - Rm. 294

An author's platform is built by generating an online presence and connecting with fans. The wider an author's digital reach, the more likely they are to be noticed by publishers and agents alike. This workshop focuses on how to use blogs and social media to build a potential readership base, stimulate conversation about your work, and market your personal brand.

Workshop Coordinator: Jessica Glenn

4:25 P.M.

Raffle Announcement

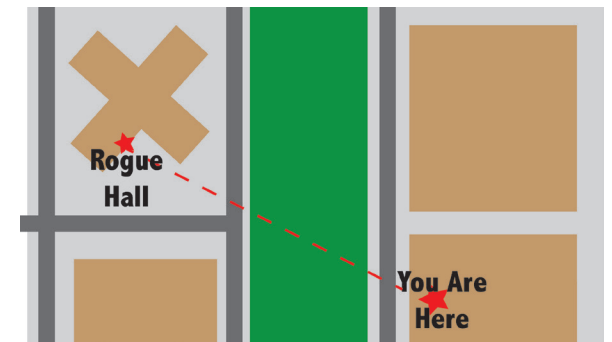
4:30 P.M. – 5:30 P.M.

Keynote Speech: Arthur Bradford and Conference Closing - Rm. 238

5:40 P.M. – 6:40 P.M.

Meet & Greet at Rogue Hall

Come join fellow attendees and speakers at Rogue Hall for some good food, good drinks, and great company!



<http://ooligan.pdx.edu/writetopublish/>