

CUNY PUBLISHING INSTITUTE 2016 <http://cpi.journalism.cuny.edu/>

PLEASE NOTE: as of May 2, 2016

All classes take place at 219 West 40th Street unless otherwise noted

	Day 1: Introduction and welcome	Day 2: Problems and Solutions	Day 3: More Revenue Streams	Day 4: Marketing/contracts	Day 5: Copyright, getting started
	Monday, June 20	Tuesday, June 21	Wednesday, June 22	Thursday, June 23	Friday, June 24
9:30	Welcome:	9:30 - 10:30	9:30: Discussion	9:30: Discussion	9:30: Discussion/workshops
9:45	John Oakes: orientation, introductions.	New ways of selling and promotion:		9:45- 10:45:	
10:00	10:00 - 11:00: Cindy Spiegel,	Josh Schanker, founder and CEO, Bookbub		Barbara Epler, publisher and president,	
10:15	VP and publisher, Spiegel & Grau,		10:15 - 11:15	New Directions	10:15 break
10:30	a division of Random House	10:30 break	Jill Schoolman, founder and publisher,		10:30- 11:30 None of this matters unless
10:45		11:30 - 12:30	Archipelago Books	10:45 break	you hold the copyright:
11:00	11:00 break	Edwin Frank, founder, publisher and editor,		11:00-12:00: Marketing and publicity,	Ken Swezey, partner, Cowan DeBaets Abraham
11:15	11:15 - 12:15: Jane Friedman, CEO Open Road	New York Review Books	11:15 break	part I: Bud Parr, CEO, Sonnet Media	& Sheppard LLP
11:30	Media, former CEO HarperCollins		11:30 - 12:30		11:30: Discussion/workshops
11:45		11:45 review, discussion	Rena Seth, director of business affairs,		
12:00		Basics II: royalties	Audible	12:00 Discussion	
12:15	12:15 - 1:15 lunch break				
12:30		12:30 - 1:30 lunch break	12:30 - 1:30 lunch break	12:15 - 1:15 lunch break	12:30 - 1:30 lunch break
12:45					
1:00					
1:15	1:15 - 2:15			1:15 - 2:15	
1:30	Discussion: basics of contemporary publishing	1:30p - 2:30p More than your printer:	1:30p - 2:15	Marketing, part II:	1:30 Marketing, part III:
1:45		Don Leeper, CEO, Bookmobile	Matthew Lore, founder and publisher,	Jonny Diamond, editor in chief, Literary Hu	Anne Sullivan, founder, president of miraclep
2:00			The Experiment: part I		
2:15	2:15 break		2:15 break	2:15 break	
2:30	2:30 - 3:30	2:30 Discussion	2:30 - 3:30 Matthew Lore, part II:	2:30 - 3:30 The art of agenting	2:30 Discussion
2:45	Basics I: contracts		Sales conference: what is it?	Will Lippincott, founding partner, LMQ	
3:00		3:00 - 4:00 Sharon Gallagher,			3:00 - 4:00 NOTE: this is the final class, and
3:15		president and publisher, Artbook/D.A.P.	3:15 break		we will meet in front of 1230 Ave of Americas
3:30	3:30 - 4:30 Overview of new media challenges:		3:30 - 4:30 foreign rights: the core	3:30-4:30 Discussion/workshops	A visit to the offices of Jofie Ferrari-Adler,
3:45	Jeff Jarvis, director, Tow-Knight School		of most subsidiary rights programs. A talk		executive editor, Simon & Schuster
4:00	at CUNY J-School	4:00 - 4:30 Discussion	with Bettina Schrewe, literary scout for		
4:15			foreign publishers.		
4:30	4:30 - 5:00 Discussion		4:30 - 5:00 Discussion		
4:45					
5:00					

Drinks, location TBA

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Key:
confirmed speaker, time
in-class discussion
free