



UNIVERSITY of
DENVER

COLLEGE OF ARTS, HUMANITIES
& SOCIAL SCIENCES
Publishing Institute

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THE 47TH
ANNUAL

DENVER PUBLISHING INSTITUTE

JULY 10 –
AUGUST 5, 2022

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.

While traditionally an in-person program, in the summers of 2020 and 2021 we held the Denver Publishing Institute entirely online. Over 65 speakers dove in headfirst to deliver our outstanding curriculum, and our students received the online program with applause and positive reviews. In the summer of 2022, we plan to hold the Denver Publishing Institute with some students who attend fully in-person, and some students who attend fully online.

You'll find some of our recent graduates at Andrews McMeel Universal; Bloomsbury USA: Hachette; HarperCollins; Macmillan; Penguin Young Readers; The Quarto Group; Shambhala Publications; Simon & Schuster; Sourcebooks; Stanford University Press; W.W.Norton & Company, Yale University Press; 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 the Denver Publishing Institute and turn your love of books into a career.

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 **Christine Pride**, Editorial Consultant and former Senior Editor at Simon & Schuster.

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.

Special events round out the intensive course of instruction, including a field trip to Boulder with stops at the offices of Hachette Book Group, Shambhala Publications and Boulder Book Store.

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 kicks 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.



As a DPI 2020 graduate, I was a part of the first-ever completely remote season—and it was the best educational decision I have ever made!

KIMBERLY LAWS

What I liked best was the sense of community that was built between students, between the presenters and us students, and the feeling of being inducted into the world of publishing through a common desire to bring great books to the world.

RACHEL GILMAN

This course felt very well-adapted to the online environment and I never felt like I was missing anything.

NATHAN SLAVEN

LAST SUMMER'S LECTURE PROGRAM



Dominique Raccach



Ben Loehnen



Erin Cox



Jalissa Corrie

KEYNOTE

Dominique Raccach, 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 **Ladee Hubbard**, author of *The Rib King*, Amistad/HarperCollins, 2021

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

Carolyn Sobczak, Editor, Kempe Center, Denver, CO, and Denver Publishing Institute Graduate

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

Donald Roseman, Vice President and General
Manager of Commercial Sales and Operations,
Ingram Content Group

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

LAST SUMMER'S LECTURE PROGRAM



Todd Stocke



Virginia Duncan



Nikko Odiseos



Todd Doughty

PUBLISHING SALES: NATIONAL ACCOUNTS

Rob Holden, National Account Manager,
Penguin Random House, 2012 Publishing
Institute graduate

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

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.

COMMENCEMENT ADDRESS

Andrea Schulz, Vice President, Editor-in-Chief,
Viking/Penguin Random House, 1990 Publishing
Institute graduate





I can confidently say that I would not have my current position in publishing without DPI. The networking opportunities connected me with Sourcebooks, where I'm thrilled to work, and in my first week as an editorial assistant, the information I received at DPI helped me jump right in and understand how my responsibilities contribute to the whole process of publishing a book. I am so grateful to the Publishing Institute for kickstarting my career in books!

BRIDGET McCARTHY
EDITORIAL ASSISTANT, SOURCEBOOKS
DPI '19 GRADUATE

LOCATION

Nestled in the Denver community, the University of Denver's 125 acres are minutes from downtown and a stone's throw from the Rocky Mountains. With 300 days of sunshine each year, 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 24, 2022, and accompanied by two letters of recommendation, a personal statement, resume, transcripts, and a nonrefundable fee of \$65.

Applications must be submitted online:
du.edu/publishinginstitute

TUITION, HOUSING AND MEALS

Tuition for the 2022 program will be \$4,830.

If students select to attend the Denver Publishing Institute in-person, they are required to eat lunch in the dining hall and to attend some special events. The cost for the required meal plan for 2022 will be \$430. Students attending in-person who elect to stay on campus stay in a residence hall. Single rooms are clustered in suites with a central kitchen, living room and bathroom. Housing is optional, and the cost for 2022 will be \$1688.



CONTACT THE DENVER PUBLISHING INSTITUTE

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

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