

ROSEMONT COLLEGE

For Immediate Release

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Contact: Alexis M. Kropp, Director of Public Relations
Phone: 610.526.2967
Fax: 610.520.4373
email: akropp@rosemont.edu

BOOK PUBLISHING WORKSHOP ANNOUNCED AT ROSEMONT COLLEGE

Sponsored by the Schools of Graduate and Professional Studies, English and Publishing Program

Rosemont, PA-Rosemont College's Schools of Graduate and Professional Studies (SGPS) will host a two-day professional workshop titled, "The Joys and Challenges of Book Publishing." Sponsored by the Graduate English and Publishing department, the workshop will provide a comprehensive and constructive overview of the complex world of book publishing. The workshop will be held from 9:00 a.m.-5:00 p.m. on Saturday, February 2, 2008 and from 9:00 a.m.-2:00 p.m. on Sunday, February 3, 2008 in the McShain Performing Arts Center on Rosemont's suburban campus. This event is open to the public and registration is required.

Geared towards all levels of experience and expertise, the workshop will guide students step-by-step through the publishing process. Topics include:

- The literary agent
- The acquisition editor
- Contract negotiations and details
- Publishing conglomerates, imprints, and independent presses
- The editorial task, including editing, design, and production
- The marketing tools publicity, promotion, and advertisement
- Sales conferences and book fairs at home and abroad
- Book printing: the sales and distribution challenges, including retail sales, special sales, and subsidiary rights and international sales
- The finished book and the reader

Workshop leader Jan-Erik Guerth is the publisher of numerous books which range from culture, history, biography, travel, current affairs, spirituality, self-help, and inspiration. Guerth is the founder and publisher of BlueBridge, an independent publishing company based in New York City.

"The Joys and Challenges of Book Publishing" workshop cost \$200. To register, or for more information, visit www.rosemont.edu.

Rosemont's SGPS offers a masters of arts degree program in English and publishing, English literature, and a masters of fine arts in creative writing. The three programs combine writing courses with professional studies courses, giving student a competitive edge in today's publishing field. Digital and web design courses are also offered in the English and publishing program.

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Founded in 1921 by the Society of the Holy Child Jesus, Rosemont College is an independent liberal arts institution in the Catholic tradition located on the Main Line, 11 miles west of Philadelphia, on the border of Montgomery and

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Delaware Counties. The nationally-acclaimed, traditional Undergraduate Women's College confers B.A., B.S. and B.F.A. degrees in twenty-one majors. Rosemont College also includes the Schools of Graduate and Professional Studies, which are open to both women and men. For more information, visit www.rosemont.edu.

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