

# Young to Publishing Group

# YPG

Quarterly Newsletter  
SPRING/SUMMER 2005

THE YOUNG TO PUBLISHING GROUP IS AN INITIATIVE OF THE ASSOCIATION OF AMERICAN PUBLISHERS (AAP) THAT STRIVES TO GIVE ENTRY-LEVEL AND JUNIOR INDUSTRY EMPLOYEES (TYPICALLY WITH 0-5 YEARS OF PUBLISHING EXPERIENCE) A CHANCE TO BUILD A COMMUNITY OUTSIDE OF THEIR OWN PUBLISHING HOUSE AND TO EDUCATE THEMSELVES ABOUT THE PUBLISHING INDUSTRY AS A WHOLE. MEMBERSHIP IS FREE, AND IS OPEN TO ALL "YOUNG" (NOT FAR ADVANCED IN GROWTH, JUNIOR, LACKING EXPERIENCE) PERSONS CURRENTLY EMPLOYED BY A BOOK PUBLISHING HOUSE.

## Rockin' Chair by HANNAH PFEIFLE

**WHILE I WAS** interviewing a prospective summer intern who is currently enrolled in Hunter College's Publishing Certificate Program, she mentioned that Katie Blough from the AAP had recently visited one of her classes. I know Katie well from her role as advisor to the YPG, often offering invaluable advice to our group. The interviewee told me that in her talk, Katie mentioned the YPG and all the great events we hold. It struck me that from everything she had learned in her publishing classes, of all the visitors she had met over the course of a semester, it was Katie and the YPG that stayed with her most.

This summer, I think it's important for us to welcome the interns in each of our respective companies. We know better than anyone else what it feels like to be so eager to learn and

to meet people, wanting to become a part of this glamorous industry (not yet knowing how unglamorous it can be). And for once, you don't have to feel like the newbie. Here are people more clueless than you, and you have something to offer them. Feel free to invite your interns to the Brown Bag Lunches and social events this summer. Pass along this very newsletter. Hand them down copies of books from Big Mouth mailings. And perhaps your intern also interviewed at another company you're interested in. They might be able to give you the contact name and inside info you need to land your next job.

Take advantage of summer hours, not just to get drinks Friday afternoon with your friends, but with your coworkers. Maybe a coworker you don't know that well. Maybe your boss. Who knows what you'll learn from them in the relaxed atmosphere of a sunny sidewalk café and two refreshing margaritas. Or Friday afternoon might be the best time to interview outside the office. The point is, your company may be giving you extra time: use it.

In this newsletter you'll find more suggestions for using your time wisely. Our wonderful planning committee sets up as many social and educational events as they can, but we hope this is just the beginning of your interaction with one another. I have three new mentors to meet up with soon and I imagine they have something to teach me, too. We're always looking for more mentors. If you missed our last event, you can always email



YPGMentorProgram@hotmail.com to sign up, or just for more info. Or maybe you just met someone at the last Brown Bag Lunch and want to know how to get in touch with them – email us and let us know. We're here to help.

In addition to our Mentor Program email, we have two more hotmail accounts you should know about:

- The already commonly used YPGLunchReservations@hotmail.com for RSVPing to the BBLs. Just make your name and company obvious in the email and rest assured that you'll be put on the list. You will not receive a confirmation email until the day of the lunch, which will also serve as your reminder.
- The last account is YPGMembership@hotmail.com. Please use this to update your information if you are changing jobs or if you're having any trouble receiving Tracy's emails. You can also pass this along to new employees in your company to use to sign up with the YPG. It seems like a lot to remember, but Tracy will be listing these emails in her signature at the bottom of future emails.

The YPG is constantly evolving. If you have ideas for making it better, I'd love to hear them. I can be reached at hpfeifle@harcourt.com. ❁

## Contents

Rockin' Chair	1
Lunch Box NYC	
Living Legend: Charlie Spicer	2
Publishing Beyond New York	
Lunch Box NYC continued	3
Industry News: The Changing ISBN	
YPG Events: Mentoring Program Re-Launch	4
What is ... BEA	
YPG Confessions: Book Gluttony at BEA	5
YPG Events: Social Butterflies	
YPG Events: Neighborhood Get-together	6
Bitch Box	7

## Lunch Box NYC: FROM A BIG SISTER'S WORDS OF WISDOM TO THE LATEST ON STREET LIT: A RECAP OF RECENT BBL'S

### February BBL

**ONE OF THE** (many) reasons the YPG exists is to network and learn how to get ahead in our careers. We're all go-getters; that's why we get along so well. But for February's Brown Bag Lunch, we decided it was time to bring in a professional. Jocelyn Greenky Herz, author of *The Big Sister's Guide to the World of Work* (her co-author, Marcelle Langan DiFalco, had to cancel at the last minute), joined us in the Reed Elsevier building to discuss proper office etiquette as well as the best ways to handle our bosses and make the most of relationships.

In a well-played skit, Jocelyn advised to keep one's personal life personal and to refrain

from sharing last night's bender with everyone. No matter how much you trust your coworkers, she explained, no one can resist good gossip. Why take the risk of your boss finding out that you're not exactly up to snuff that day? Instead, Jocelyn advised, use your coworkers to learn more about the business of publishing, so you can get a better idea of the area in which you really want to work. Whether it is Marketing, Editorial, Production, or Rights, you never know what might open up or how much it will help you to know someone in that division. Jocelyn herself was animated, personable, and candid. You can learn more about her and her book at [www.SimonSays.com](http://www.SimonSays.com).

continued on page 3



## Publishing Jobs Galore!

**Bookjobs.com** collects job listings from nearly 300 publishers and provides information on the types of publishers and the departments within them. Visit this helpful website to see how it can benefit you!

## Living Legend: Charlie Spicer (March Luncheon)



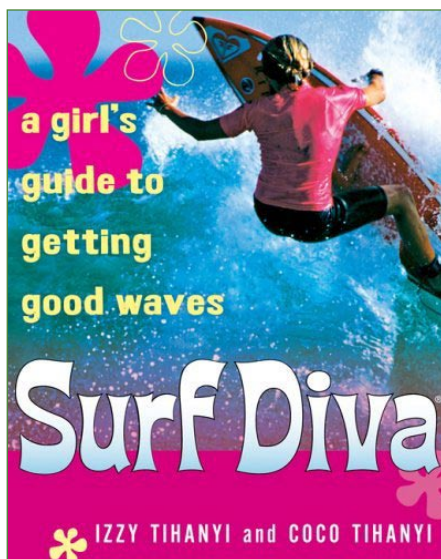
**THE MARCH BROWN** Bag Lunch brought Charlie Spicer, an executive editor at St. Martin's Press, to the YPG as the first Living Legend Lunch speaker of 2005. Charlie began his career as an editorial assistant after attending the University of Denver Publishing Institute summer program. He discussed how he worked his way up through the ranks by typing letters and filing expense reports before getting his first chance to prove himself as an editor: he was given a 1000 page manuscript in need of being cut down.

Finding his way to St. Martin's in the mid-80s, he went on to establish the "True Crime Library" at St. Martin's. The library publishes one true crime a month usually with a "ripped

from the headlines" aspect. Their best titles often come from New York Post headlines, Charlie said. Speaking in front of a backdrop of fiercely swirling snow, Charlie provided the audience with a few laughs as he shared anecdotes about devising clever ways to effectively publish his titles. For example, he humorously explained the challenge of creating a woman's moniker for a well-known author of military thrillers who had turned his attention to writing a commercial woman's novel.

Throughout his editorial career, Charlie explained, one of the biggest challenges has been staying on top of the trends and predicting what the market will want next. ❁

# Publishing Beyond New York: A REPORT FROM YPG'S SAN DIEGO CHAPTER by SARA BRANCH



**YPG HAS GOTTEN** off to a good beginning here in San Diego. During February and March, our membership expanded from five people to more than twenty, and my hope is that as we continue to have events, more people will be interested in the organization and what we offer. The first official YPG social event took place on April 16th, when a few of us went to a poetry reading and cocktail hour hosted by WORD San Diego, a local magazine for writers. The event was fantastic, and it was great to meet and mingle with other people involved in San Diego's (admittedly small) publishing scene. Many people we saw there were already friends from another semi-regular San Diego publishing event—the Publishing Happy Hour—which we've had every few

months for the past year or so. It seems that, with so few of us, we like to stick together (or at least drink together).

In May, Jen Charat, editor of *Surf Diva: A Girl's Guide to Getting Good Waves*, spoke to us about what it's like to be a San Diego trade book editor in an industry that, for all intents and purposes, has its heart in New York. She also dished on some of the personal angle, especially what it's like to be removed not only from the daily grind but also from the professional culture, which has potential ramifications in terms of career advancement, salary, and, of course, the ever-important networking.

More speaker events and social gatherings are in the works for the summer. And, of course, we're still trying to get the word out and help even more people in the San Diego publishing community find their way to YPG.

Stay tuned for a report from YPG's Boston chapter in the next newsletter. ❀

## Contribute to the YPG Newsletter

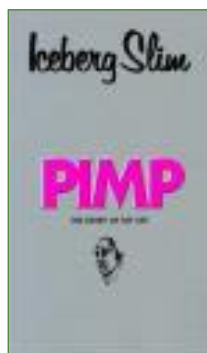
It's your YPG—give us something to read about!

Send your ideas & submissions to one of the YPG newsletter editors: Sheila Corder—[sc2299@columbia.edu](mailto:sc2299@columbia.edu); Shirley Chan—[shirley.chan@us.penguingroup.com](mailto:shirley.chan@us.penguingroup.com).

**Lunch Box NYC** continued from page 2

### April BBL

In April, the Brown Bag Lunch moved to its new digs at Random House. The speaker was engaging, but the view alone was well worth the trip. (Let's make sure to be on our best behavior so Random House allows us to stay for a long time to come!) Monica Patterson, an editor at St. Martin's, discussed the Street Lit genre, also known as "hip hop" or "ghetto books," that has emerged into mainstream publishing. She outlined its birth with the writings of Iceberg Slim, whose classic *Pimp: The Story of My Life* was published in 1969, and



Donald Goines, whose titles published from prison in the 1970s are representative of the common Street Lit topics: *Whoreson: The Story of a Ghetto Pimp*; *Black Gangster*; and *Dopefiend*. Teri Woods, most well-known for *True to the Game*, and Sista Souljah, with *The Coldest Winter Ever*, renewed the genre in the 1990s, publishing their own books and selling them

out of the trunks of their cars and via street vendors.

Mainstream publishers got on board when they realized these authors were selling hundreds of thousands of copies and had gained a loyal following. Monica discussed the problems they face in terms of marketing, editing, and copy-editing, since they must think about all of these areas in a different way. Editors are looking for an authentic voice; copy-editors must avoid correcting slang; marketers have to look to different promotional outlets. ❀

## Industry News: THE CHANGING ISBN

by EVELYN ELIAS



**FIRST, LET ME** say it's just "ISBN." ISBN stands for International Standard Book Number, so saying ISBN number is like saying ATM machine or HIV virus. It's always been one of my pet peeves ...

So now that I've gotten that out of the way, here's some history about the ISBN. The ISBN was developed by European and U.S. representatives in the 1960s, and adopted by the International Organization for Standardization in 1970. The ISBN consists of four parts: a language, area, or country identifier; the publisher prefix; the item number; and a check digit. For example, 0-679-73276-4 signifies it's published in English, by Random House, item 73276, and has a check digit of 4. A different ISBN is assigned to each different format of a title (hardcover, paperback, electronic, etc.), as well as to new editions (but not to unchanged reprints in the same format).

Often, publishers are made up of imprints that were once smaller houses. This means

that different imprints within a publisher may have different prefixes. This 10-digit number yields a possible 1 billion combination of digits, but the formula used to create and assign ISBNs limits the actual capacity of the system. Furthermore, the international ISBN community has determined that the supply of 10-digit ISBNs will start becoming strained by 2007, due to a shortage of prefixes designated for publishers in former Soviet Bloc countries and elsewhere; a significant projected increase in publishing in countries including China and India; and ISBNs being assigned to non-print formats such as e-books and audio books; Beginning in 2007, ISBNs will have 13 digits instead of the original 10, significantly expanding the supply of ISBNs throughout the system. All current ISBNs will be recalculated as ISBN-13s by adding a 978 prefix and recalculating the check digit. Once all of the 978 ISBNs are used up, we'll see 979 as the new prefix.

The change will also align the ISBN with the standard bar code for the book industry known

as the "Bookland EAN," which contains a 13-digit code that is created by adding 978 to the front of the ISBN and recalculating the check digit at the end of the number. Beginning in 2007, the number contained in the Bookland EAN bar code for a book will be exactly the same as the book's ISBN.

While we're not required to use ISBN-13s until January 1, 2007, some publishers have already started assigning them to forthcoming titles. You can now see and search for these products in Books in Print. Also, individual publishers and their trading partners may agree to start communicating in 13 digits before 2007, but it is likely that publishers will maintain systems for communicating with both 10 and 13-digit ISBNs (to accommodate different trading partners' needs and systems) for several years to come.

You can find more information about the history of the ISBN and the upcoming change to ISBN-13 by visiting <http://www.isbn.org>. ❁

## YPG Events: MENTORING PROGRAM RE-LAUNCH

by ALAINA WONG



**AHH, SPRING AND** summer. For many people the advent of sunny days and warmer weather encourages an "out with the old, in with the new" mantra. Spring is a time for new beginnings and fresh starts. Following that line of thought, we are happy to announce that the YPG Mentoring Program is getting a facelift!

In March, about thirty-five YPG members gathered at Fiddlesticks Pub in the West Village for a night of drinking, networking,

and matchmaking. But instead of forging a love connection, the goal of this event was a *mentoring* connection. Mentees—YPG members with less than two years of industry experience—had the chance to meet and talk with several more experienced mentors. By writing down their top choices for a mentor and then submitting the list to the event organizers, mentees were able to choose who they felt was the best match for them. This was the first time the YPG used this approach to match mentors with mentees.

A broad spectrum of interests was represented at the event. Editorial, marketing, production, rights, and publicity folk mixed and mingled throughout the night, getting to know one another on a personal as well as a professional level. If you weren't able to make it out to this event, don't worry—we hope to throw another one again soon.

Attended the event and have feedback? Got ideas for future mentoring activities? E-mail [ypgmentorprogram@hotmail.com](mailto:ypgmentorprogram@hotmail.com) with your suggestions! ❁



## What is ... the BEA? by SHEILA CORDNER



**AS I ELBOWED** my way through BEA crowds, passing exhibitors who offered me free massage tools, barbecue grill accessories, and whisks, I began to wonder if I'd see any actual books. Even if the sheer volume of people browsing the exhibits nearly prevented me from seeing the books displayed in publishers' booths, the books were undeniably present in the air—the stale and recycled air, that is, of the mammoth Jacob Javits Center.

BookExpo America, co-sponsored by the American Booksellers Association and the Association of American Publishers, is the largest annual convention of its kind in the United States. Although it's considerably smaller in attendance than, say, the Frankfurt Book Fair, it attracts approximately 25,000 attendees.

As people shuffled past me, excerpts of conversations revealed the attendees' various relation to books. They were foreign publishers rushing to a meeting at an American publisher's booth to discuss rights. They were booksellers examining potential book displays for their stores. They were publicists keeping an eye out for media representatives. Every few minutes, an author seemed to appear out of nowhere for a book-signing. Bookish people representing nearly every stage of the writing and publishing process were literally bumping into each other all over the place.

During the convention, attendees were given the opportunity to formally bump into each other at organized events. Young publishers brushed up on their professional skills in workshops such as "Generation Next: The New

Hybrid Young Editor." Meanwhile, more experienced editors discussed promising books at the "Buzz Forum." Famous authors such as Tom Wolfe, Maurice Sendak, and Barbara Ehrenrich signed books while aspiring authors participated in "Pitch Slam Breakouts" at the Writer's Conference, making one-minute book proposal pitches to agents and editors.

The BEA traces its roots to the first official gathering of the American Booksellers Association (ABA) Convention in 1902, held in New York's Herald Square Hotel with 60 people in attendance. Mark Twain was the guest speaker. The location of the convention rotates; the 2006 BEA will be held in Washington, D.C. on May 18–21st. ✨

## YPG Confessions: BOOK GLUTTONY AT BEA by PATTY PARK



**MY FINGERS ARE** still throbbing from the rope burn.

I confess: I took home seven canvas bags of books from BEA.

Will I read them all? (Please. I don't even get to read all of my own books.)

Will I recycle them as birthday presents for loose friends and good acquaintances? (Just gifted my Rick Moody to a boyfriend's coworker.)

If I don't plan to read them, then why did I bother to lug 50 books back home to Brooklyn? Other than the secret hope that the lager-soaked ARC of "Beer Business" I grabbed from Wiley's booth will one day fetch \$300,000 at an exclusive auction house (and I can finally buy that fabulous studio in Chelsea), the reason why my eyes were bigger than my book-reading appetite is... they're for my collection.

In a cramped apartment where the largest piece of furniture is my bookcase, and shelves

are arranged by BC/AD, country of origin, period, and genre, my book collection is the only visual testament of what brought me to this industry, and hopefully what will keep me working in it. And even when I come home after a long day of work and the last thing I want to do is crack open a copy of my newly acquired "Every Landlord's Tax Deduction Guide, second edition," it's nice to know that it's waiting for me on my bookcase, tucked away in case I do get that call from Sotheby's. ✨

## Publishing Across the Pond

A long time ago, YPG's planning committee sent a survey asking if YPGers would be interested in having publishing "pen pals" with our UK sister organization, the Society for Young Publishers (SYP). Well, the SYP has set up a bulletin board on their website dedicated to YPG-SYP communication.

You can access this bulletin board by going to <http://www.thesyp.org.uk> and heading to the Forum. Just create a username and password for yourself and get started. Happy posting!

## YPG Events: SOCIAL BUTTERFLIES

by KATHERINE TIERNAN



**ON WEDNESDAY, FEBRUARY 23rd**, YPG celebrated its fourth birthday with a wine and cheese party hosted by the Goethe-Institute and German Book Office, located directly across from the Metropolitan Museum of Art on Fifth Avenue. YPG members sampled four wines and numerous cheeses while having an opportunity to mix with old friends and new. Four Starbucks gift cards were given to the winners of the trivia contest.

This was the first social event of the year and helped the YPG calendar of Brown Bag Lunches, mentoring events and social events start with a bang. Be on the lookout for information about more social events in the coming months. ✿



## Little Big Mouth

Like free books? Of course you do! Sign up for the LITTLE BIG MOUTH if you have not already joined.

Contact: [ypgmembership@hotmail.com](mailto:ypgmembership@hotmail.com)

## YPG Events: NEIGHBORHOOD GET-TOGETHER

by ALAINA WONG



**AT THE END** of April, a small group of YPG members got together at Blue Star, a seafood restaurant in Carroll Gardens. Was it an official YPG event? No. It was just an informal gathering of people who happened to have met for the first time at the YPG mentoring event! We all discovered that we lived in the same neighborhood and decided to meet up and take advantage of Brooklyn Restaurant Week. Nikki, Mary, Evelyn, Christina, and I

claimed a sidewalk table and sat outside in the beautiful springtime weather, enjoying some great food and company. Everyone had fun, and the neighborly gathering was a huge success. Want to start a neighborly gathering of your own? Summer is the perfect time!

P.S.—And if you live in the Carroll Gardens/Cobble Hill vicinity and want to meet up with us next time, let me know. ✿



## Bitch Box by TRACY KAUFMAN

**LET IT BE** known that I dread human contact as much as the next person. Especially on the streets of The Big City, where taking your eyes off the pavement for one instant can lead to a lifetime of regret. Let this column serve as a cautionary list of New York's sidewalk dangers, human and otherwise.

1. One must be particularly on one's guard when encountering men in business suits, the most dangerously deceptive of all New York City dwellers. Seemingly harmless initially, men in business suits are the first to knock you to the ground on their way to a taxi, the first to cut in front of you in line at the grocery store, the first to give your roommate a cold sore outbreak, and certainly not the last to grope you without permission on the subway.
2. If you see a friendly, well-dressed young person on the street asking you where you got your hair cut, you'd be wise to elbow them in the belly and run away. If you look this person in the eye for one second, or heaven forbid answer their question, you'll find yourself stumbling down the sidewalk ten minutes later, robbed of \$60. Within moments of spotting you, these svengalis will convince you that you'll save hundreds of dollars and become a more beautiful, happy creature by accepting their promotional offer of a haircut, massage, facial, manicure, eyebrow wax, and whatever else at a fancy spa for a special 200% discounted price. Never mind that there will be an additional \$47 blow-dry after your haircut, or that you may be strong-armed into getting your hair highlighted for an extra \$120, or that nobody on earth really needs

an eyebrow wax. "This is an incredible promotion only offered to fifty lucky women in the whole city," they say. This incredible promotion may also be the closest thing to a mugging that I have ever experienced.

3. Students from a certain unnamed university in downtown Manhattan. One chilly evening as I strolled contentedly down the street, I saw on the horizon a noisy horde of college students blocking the sidewalk in front of a bar. "Ach, danger I smell!" I thought, but pressed on ahead. Upon reaching the band of ruffians, I announced, "Excuse me!" and forged a path through their group. Halfway through, however, a dapper young man stumbled backwards and kicked me firmly in the shin. "Thar she blows!" I cried and stumbled out of the fray. No apologies were offered. I limped down the block and was left with a massive bruise for the next three weeks.

These are, without a doubt, the ultimate menaces of the New York City sidewalk. But even if you can avoid these, there are still some non-human terrors lurking underfoot.

1. Dismembered pigeons! Surely I'm not the only one who has rounded a corner to find birdy little bones strewn on the ground with gray feathers and gore stuck to them. Every time this happens, my reaction remains: "What happened here??" The bird bits are scattered along the whole block, as though someone walking down the street decided in a sudden frenzy that *he must nab himself a pigeon*, and then eat it alive right there in the open air, tearing its wee plump body apart while chewing and



spitting the tougher parts out on to the ground. A lovely murder scene first thing in the morning.

2. Used contraception! Who knew that this was such a common sight? I usually notice these little treasures off to the side, by the trees and the shrubs. While it's a sad moment if you happen to actually step on one of these surprises, somehow when I see one I react as though I just spotted a celebrity, calling my mother to say, "Guess what I saw!"
3. Unexpected holes in the ground! These may as well be covered in leaves and lead to a pit with spikes at the bottom. How many times must we lose our dignity, strutting down the street with our best glamorous "Look at me, I live in The Big City" stride, only to fall in a hole? Please don't pretend that you're too polished and sophisticated to have ever fallen in a hole. Even if you're important enough to have your eyebrows waxed every single day, it's still bound to happen. And on a particularly unlucky day you might even fall into a hole full of pigeon bits; a kind of pigeon burial ground, if you will.

Who says that crime is low in this city? All in one day you can experience pigeon murder, well-mannered muggers who give you the names of their favorite stylists, and maiming at the hands of the country's respectable young scholars. But if you keep the perils in mind at every moment, you will know to keep your eyes on the ground, and keep your elbows sharpened for any stranger diabolical enough to bid you good morning. ❁

## In the Next Issue: A DISCUSSION ABOUT GOING BACK TO SCHOOL WHILE WORKING FULL-TIME

Have you taken classes and/or enrolled in a graduate program and would like to share your insight?

Do you have questions about going back to school that you would like to have addressed anonymously in this newsletter?

If so, email Sheila Cordner at [sc2299@columbia.edu](mailto:sc2299@columbia.edu).