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Wisconsin Author Project

in partnership with

LIBRARY JOURNAL



SELF-e™



WPLC
Wisconsin Public Library Consortium

The Process:



Wisconsin Author Project

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- This year's contest: Submissions open from April - July
- Prizes:
 - \$1,000 cash prize donated by BiblioBoard
 - A write-up in the December print issue of Library Journal
 - Honors at ALA Midwinter 2019 THRIVE Reception in Seattle
 - Opportunities to promote your book(s) at Wisconsin Public Libraries
 - A Library Journal Digital Review (Winner + Runner Up)
 - Invitation to speak at the Wisconsin Library Association Annual Conference in October (Winner + Runner Up)

The Process:



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- Eligibility:
 - Self-published
 - In an adult fiction or young adult fiction genre
 - Written by a Wisconsin resident
 - Available in either ePUB or PDF file
- Writers still have the opportunity to have their book assessed by Library Journal curators as part of the SELF-e program and to be a part of the statewide Indie collection.

The Process:



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- Winner Announcement:
 - @ WLA Conference!

- 2019
 - Submissions open April 1, 2019
 - Focus on connecting with writer communities - <https://www.wplc.info/authorproject>
 - Intellectual property concerns



PB PRESSBOOKS

- Copy and paste or import EPUB, Word, Open Office, or URL
- Organize sections, add metadata, apply themes, create covers,
- Export to PDF, EPUB, MOBI (for Kindle), and more
- Publish to SELF-e, ebook stores or print on demand services; add “buy” links
- Add users to your account as editors or contributors
- Customize sharing and privacy settings

<https://wplc.pressbooks.pub/>

PB PRESSBOOKS

- New or established authors of novels, poetry, local history, genealogy
- Open educational resources: textbooks, course packs, lessons
- Internal organizational documents: archives of minutes, newsletters
- Community publication projects: tourist and arts guides, local literary magazines

<https://wplc.pressbooks.pub/>

Project Promotion: Promotion Angles

1. CONTEST

- a. Contest open to anyone in Wisconsin

2. RELATED TOOLS

- a. Pressbooks, SELF-e, BiblioBoard Library

3. LIBRARY OFFERINGS

- a. Gale Courses, Lynda.com, writing groups
- b. Library cards

Project Promotion: Tips & Suggestions

1. STICK TO WPLC's 'CREATE. SHARE. DISCOVER'
 - a. Contest/BiblioBoard tool suite have complicated interconnected parts
 - b. Keeps marketing consistent

2. EXPLAIN HOW YOUR LIBRARY CAN HELP
 - a. Encourages writers
 - b. Gives publicity a local angle and stronger connection

3. MAXIMIZE APPEAL
 - a. Balance eye catchy-ness and info quantity

Project Promotion: How ALS Promoted the 2018 Contest

- OFF-LINE

- Press release to media
- Info packet to: writing groups, H.S./college English dept.
- Library newsletters/program guides
- Posters: libraries, bookstores, coffee shops, etc.
- Radio announcements
- Word of mouth
- Kiosk or table in library

- ONLINE

- Website banners
- Created 'Self-Publishing Resources' page on site
- Blog post on system website
- Social media posts throughout

Project Promotion: Other Promotional Opportunities

- Paid advertisements
- Promoted social media posts
- Media coverage of associated event/service
- Flyers: checkouts, grocery stores, pizza boxes, etc.
- Table tents: library, coffee shops, restaurants, etc.
- High school announcements
- Community calendars

Project Promotion: More Tips & Suggestions

1. 'ANNUAL'
 - a. Including this fact gives you a jump on next year's promotion
2. DON'T FORGET ABOUT THE WINNER
 - a. Publicize the outcome - the winners, what they won, where to read books
 - b. Thank participants
 - c. Add a plug for next year's contest
3. START NOW

Project Promotion: Start Now

1. BUILD & GROW WRITING COMMUNITIES
 - a. Form a meetup
 - b. Plan related programming - don't forget about young aspiring writers
 - c. Make library resources for writers/self-publishers easy to access
2. ESTABLISH A RESOURCE CENTER
 - a. Maybe just a page on your website: Pressbooks, SELF-e, BiblioBoard, Wisconsin Author Project, writing group meeting times, other resources
3. PROMOTE SELF-PUBLISHING SUITE ALL YEAR
4. BUILD YOUR MEDIA CONTACT LIST NOW

Project Promotion: Available ALS Resources

1. ALS WEBSITE

a. [Self-Publishing Resources page](https://test.als.lib.wi.us/site/pages-for-patrons/self-publishing-resources)

<https://test.als.lib.wi.us/site/pages-for-patrons/self-publishing-resources>


2. MISC. 2018 PUBLICITY PIECES

a. [Press Release, Poster, Radio Announcement, Digital Library Handout](https://drive.google.com/open?id=1SezLitDtmqGPi-2r5KFJ7NblxMtbWlqI)

<https://drive.google.com/open?id=1SezLitDtmqGPi-2r5KFJ7NblxMtbWlqI>

The Judging Process

- Committee of 7 judges each received a group of titles for first review
- Those they determined to be worth further review were put on a Recommended list
- Library Journal staff reviewed the Recommended list and pared that group to 4 finalists
- The judges questioned some of the choices and one title was removed and another added to the recommended list
- These 4 were ranked by the judges to determine the winner & runner-up
- Judges looked for well written with few grammatical/typo errors, general appeal, believable characters, sensitivity, appropriate for YA or adult



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2019 Contest

- Submissions open April 1, 2019
- Winner & Runner Up announced at WLA 2019



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Questions?



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Thank you!

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