

Event Title: PR in a (Nearly) Post-COVID Age

Event Description: This panel will show you easy hacks for promoting your book in a world in flux. What can make a profound difference in just 5 minutes a day? Or fifteen? Or thirty? How can you measure success? Each author has published several books and has successfully gotten their books included in festivals, author events, and into bookstores. How can you make this fun instead of gruesome? We will show you!

Event Category: Professional & Industry – Agents, Contracts, Contests & Marketing

Event Organizer & Moderator

Courtney LeBlanc: Courtney LeBlanc is the author of the full-length collections *Her Whole Bright Life* (Write Bloody, 2023), *Exquisite Bloody, Beating Heart* (Riot in Your Throat, 2021) and *Beautiful & Full of Monsters* (Vegetarian Alcoholic Press, 2020). She loves tattoos, nail polish, and a soy latte each morning. www.courtneyleblanc.com

Event Participants

Jennifer Martelli: Jennifer Martelli is the author of *The Queen of Queens* (Bordighera Press, 2022) and *My Tarantella* (Bordighera Press, 2018), selected as a 2018 Must Read by the Massachusetts Center for the Book. Her work has appeared in *Poetry* and *The Academy of American Poets Poem a Day*. Martelli has twice received grants from the Massachusetts Cultural Council. www.jennmartelli.com

Susan Rich: Susan Rich's 5 books include: *Gallery of Postcards and Maps: New and Selected Poems* (Salmon Poetry, 2022), *Cloud Pharmacy* (2014) and *The Alchemist's Kitchen* (2010) Her poems appear in the *Harvard Review*, *New England Review*, *Poetry Ireland*, and *O Magazine*. Visit her at poetsusanrich.com

Kelli Russell Agodon: Kelli Russell Agodon's newest collection is *Dialogues with Rising Tides* (Copper Canyon Press). She is the cofounder of *Two Sylvias Press* and she serves on the poetry faculty at the *Rainier Writing Workshop*, a low-residency MFA program at Pacific Lutheran University. www.agodon.com

Opening Remarks and Housekeeping Announcements:

Good morning/afternoon, welcome to our panel: PR in a (Nearly) Post-COVID Age.

Before we get started, few reminders:

- For those needing or wishing to follow along to a written text, please let the moderator of the panel, (identify moderator), know, and a printed copy will be delivered to you.
- Please make sure that spaces marked for wheelchairs remain clear of chairs or other barriers.
- Treat service animals as working animals and do not attempt to distract or pet them.
- Be aware of those with chemical sensitivities and refrain from wearing scented products.
- Please be aware that your fellow attendees may have invisible disabilities. Do not question anyone's use of an accommodation while at the conference, including for chairs reserved for those with disabilities.

We're glad you could join us today, while we're hoping we're finally pulling out of the pandemic, it's hard to know how to market a book now – we spent the past few years leaning into virtual readings, social media, and other online resources to spread the word. Now that in-person events are happening, marketing your book becomes another task you must do if you want to be successful. Of course success can be defined a lot of different ways, and it will likely look different to every writer in the room. The goal of this panel is to give you ideas and resources you can use to market your book. To get us started, I'd like each of the panelists to briefly tell us about their publishing history and your experience with marketing and PR. I'll start.

Courtney LeBlanc:

I'm a poet with three collections of poetry, my newest collection, *Her Whole Bright Life*, was published in time for AWP! I'm also the founder and EIC of *Riot in Your Throat*, an independent poetry press so I have the experience of marketing and PR from both the individual side, and from the side of running a press.

Jennifer Martelli:

My latest collection, *The Queen of Queens*, was published in April, 2022; when it was accepted in 2020, I figured we'd be all done with Covid restrictions! I have been learning so much about marketing over the past year! I am also the co-poetry editor for *Mom Egg Review* and have been involved in the re-branding of the journal. I also co-curate the *MER Online Folio*, which allows for greater virtual exposure.

Susan Rich: My recent collection, *Gallery of Postcards and Maps: New and Selected Poems*, was published by Salmon Poetry (Ireland) in July 2022. I've worked as an editor for Floating Bridge Press and co-founded WordsWest, a neighborhood reading series. I'm also the co-founder and director of Poets on the Coast: A Writing Retreat for Women now in its 13th year.

Kelli Russell Agodon: My newest collection is the *Dialogues with Rising Tides* (Copper Canyon Press) which was a finalist for the Washington State Book Prize and shortlisted for the Eric Hoffer Grand Prize. I'm the cofounder of Two Sylvias which published *PR for Poets: A Guidebook to Publicity and Marketing* by Jeannine Hall Gailey. I also teach the Rainier Writing Workshop, a low-residency MFA program at Pacific Lutheran University.

Moderator Questions:

1. What's one (relatively) simple thing you would recommend every writer do or have in the PR toolkit?
2. What's a tactic you employed that *didn't* work out well? Why?
3. What's something you can do that is just 5 minutes to promote your book or stand out a little more?
4. How do you define success in regards to promoting your book or book sales?
5. Let's talk about *being methodical*—having a plan, plotting out a strategy, etc. How important was this to your marketing?
6. How do you keep from getting discouraged as you put on your marketing hat and the readings, articles, teaching invitations don't pour in?
7. What's one great tip you've discovered that keeps you going?