

For Immediate Release  
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**"Book Publishing 101: From Writer to Reader" preconference planned**

"Book Publishing 101: From Writer to Reader" is the title of a preconference scheduled for Friday, June 25, 1993, preceding the American Library Association (ALA) Annual Conference in New Orleans. **The deadline for registration is June 4.**

Sponsored by the Association for Library Collections & Technical Services (ALCTS)/Association of American Publishers (AAP) Joint Committee, the preconference offers a full day devoted to the ins and outs of book publishing.

The various aspects of book publishing will be addressed including publication selection, design and manufacturing, pricing, marketing and selling. Other topics will include how authors and agents work with their publishers, the role of publicity and the future of book publishing.

Speakers will include: Dimity Berkner, director of sales and marketing, Columbia University Press; Marvin Brown, executive vice president, Penguin USA; John Conley, R.R. Donnelly & Sons Company; Joseph Cunningham, president, Creative Graphics; George Davidson, production manager, Ballantine Books; Brian DiFore, publisher, Hyperion Press; Elizabeth Geiser, director, Denver (Colo.) Publishing Institute; Martin Greenwald, publisher, Facts On File; Jim Haughey, Cahners Econometrics; Louise Howton, director, Children's Books, Harcourt, Brace & Co.; Peter Katz, vice president and director of marketing, Standard & Poor's; Nora Rawlinson, editor-in-chief, Publisher's Weekly, and Johnathan Weiss, vice president, Sales, Oxford University Press.

**"Book Publishing 101: From Writer to Reader" preconference planned -- add one**

Literary agent Virginia Barber and author Anne River Siddons will discuss the roles and relationships of authors and agents.

The registration fee, which includes lunch, is \$120 for ALCTS members, \$155 for ALA personal members and \$195 for non-ALA members.

For more information, contact: Yvonne A. McLean, ALCTS, 50 E. Huron St., Chicago, IL 60611. Telephone: 800-545-2433, ext. 5032. E-mail: U32461@UICVM.uic.edu.

ALCTS, one of ALA's 11 divisions, provides leadership and promotes library service and librarianship in the areas of collection management and development, acquisitions, cataloging and classification and preservation of library materials. Its 5,900 members represent all sizes and types of libraries.