

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

"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 ????**

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.

Topics to be addressed include: how books are selected for publication, designed and manufactured, prices established and marketed and sold; how authors and agents work with their publishers; the role of publicity, and the future of book publishing.

Speakers will include: Dimity Berkner, Columbia University Press; Marvin Brown, executive vice president, Penguin USA; George Davidson, production manager, Ballantine Books; Brian DiFore, publisher, Hyperion Press; Elizabeth Geizer, 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.

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,