

Washington Publishers Program Archive: 2016-2017

Event: Scholarly Journal Publishing in the 21st Century

When: Tuesday, October 25, 2016, 6 pm - 8 pm

Where: Le Pain Quotidien, 800 17th Street, NW

“Scholarly journals have a 350-year history. The past 50 of those have brought about an evolution that affects all phases of the publishing process, from author to reader and beyond. Barbara’s briefing will provide an overview of where scholarly journal publishing stands in terms of such critical issues as new technologies, open access, and altmetrics.

Each of these areas has been initiated or transformed by the application of computer-based systems. As such automated systems have been developed and innovations have been made to them, so too have these systems’ applications in the world of journal publishing. This century’s information demands challenge journal publishers to do more than just stay current, to do more than remain observant ... they must stay flexible. This last charge to publishers has been the hardest to learn after centuries of journal publishing tradition.

Speaker: Barbara M. Ford

Business activities: Barbara Meyers Ford (DBA, Meyers Consulting Services [MCS]) provides professional and scholarly publishers, membership organizations, and their vendors with advice and technical assistance in management, marketing and marketing research, and new product development, as well as operational and strategic planning. Prior to establishing MCS in 1983, Barbara held staff positions with commercial firms and not-for-profit organizations such as the National Rehabilitation Association, American Chemical Society, and the Chamber of Commerce of the United States.”

Event: Editing in the Intelligence Community

When: Thursday, November 17, 2016, 6:30 pm - 8:00 pm

Where: The George Washington University, Fungler Hall, Room 207, 2201 G Street, NW, Washington DC 20052

“The Department of Energy (DOE) is dedicated to addressing America’s energy, environmental, and nuclear challenges through transformative science and technology solutions. The role of the Office of Intelligence and Counterintelligence (DOE-IN) is to provide informed intelligence analysis to departmental leadership and other senior policymakers on related national security issues and events. The evening’s featured panelists support the production of DOE-IN intelligence analysis. Panelists will explain the Intelligence Community (IC), the process of getting a security clearance, and what it is like to work in the IC.”

Event: WP Holiday Party

When: Monday, December 5, 2016, 6:30 pm

Where: Resource and Conservation Building, 1400 16th Street, N.W.

“Come relax and enjoy the company of your fellow publishing professionals at the annual Washington Publishers Holiday Party. We will provide plentiful and delicious food and drink and some of the best conversation in town. This party is one of WP's most enjoyed social events of the year, so clear your calendar and join us!

Please feel free to invite your friends and colleagues to this festive holiday gathering—the party is \$10 for current WP members, and only \$15 for non-members—just include the names of your guests when you RSVP.

WP Members are donating to the Reading Connection again this year. We ask you to bring a children's book to donate to the Reading Connection, a group based in Arlington, VA that provides books for at-risk kids in the DC area.

The Book Exchange: We also ask you to bring a new or gently used book (unwrapped) for another attendee. We'll put each book in a holiday bag, and everyone can enjoy a surprise. We guarantee that you will walk away with some excellent reading material for yourself!

We look forward to seeing you at the holiday party!”

Event: What did you read over the holidays?

When: Thursday, January 12, 2017, 6 pm - 8 pm

Where: Le Pain Quotidien, 800 17th Street, NW

“Washington Publishers will kick off 2017 with the return of a popular event! Please join us on Thursday, January 12th to discuss a favorite book you read over your winter vacation. This is a great way to get to know others in the Washington Publishers organization and to build your 2017 “to read” list. We hope to see you there!”

Event: Social Media for Publishers

When: Monday, March 13, 2017, 6 pm - 8 pm

Where: Le Pain Quotidien, 800 17th Street, NW

“Please join us on Monday, March 13th, to discuss how publishers can develop a strong social media strategy to engage readers. Social media platforms are continuously growing and changing, and they now play a key role in how individuals interact with companies—including publishers. Our panelists, Sarah Bryant (senior digital marketing manager, Cato Institute) and Elizabeth Kekeris (social media manager, American Society of Civil Engineers), will discuss the following:

- How to create a social media strategy (including setting goals and coordinating with various departments within an organization)
- How to use Facebook, Twitter, LinkedIn, and Instagram to promote publications and engage readers
- How to create content for each channel and build campaigns

- How to engage best practices for social media posts

We hope you'll share the event details with friends and coworkers, and we look forward to seeing you at this special event!"

Event: Happy Hour

When: Tuesday, April 11, 2017, 6 pm

Where: Elephant and Castle, 900 19th St NW

"Join fellow publishing professionals for a drink at our upcoming WP happy hour. We'll grab a few tables at Elephant and Castle (900 19th St NW) on Tuesday, April 11th at 6pm. We hope to see you there!"

Event: Best in Show: Best Practices in Book Design

When: Monday, April 24, 2017, 6 pm - 8 pm

Where: East City Bookshop, 645 Pennsylvania Ave SE, Suite 100

"Please join us on Monday, April 24th, for a special publishing design event. The Washington Publishers Design Awards is right around the corner and what better way to start the awards submission period than a discussion on all things design? Our panelists, Will Thomas (Art Director, National Science Teachers Association), Scott Neitzke (Senior Graphic Designer, American Pharmacists Association), and Dan Kohan (Sensical Design & Communication) will share their best design practices including:

- How to work with authors and editors on product design
- The variety of design projects that publishers create (marketing materials, books, journals, etc.)
- How design approach should differ when it comes to various media and audiences

We're also pleased to announce that WP has a new event venue—East City Bookshop. It's conveniently located half a block from the Eastern Market metro station (blue/orange/silver lines). We hope you can join us for this special event!"

Event: 2017 Book Design and Effectiveness Awards

When: Tuesday, October 3, 2017, 6 pm - 9 pm

Where: Busboys and Poets (5th and K), 1025 5th St NW

"Now in its 32nd year, the Washington Publishers Book Design and Effectiveness Competition recognizes, celebrates, and encourages excellence in bookmaking across the greater Washington, DC, book publishing community. The competition's judges evaluate the excellence of each book's design and effectiveness in achieving its publisher's goals, meeting its readers' needs, and reaching its target market. Prizes are awarded in 15 categories, seven designs for each of the two publisher categories—plus best of show. This year, two new categories have been added: Journal Cover and Ebook Cover.

Publisher Categories:

- Commercial publisher
- Non-profit publisher

Co-published volumes will be judged in the commercial category if any of the co-publishers is commercial. A non-profit publisher may include membership and trade associations, university presses, branches of federal or state government, IGOs, and policy and research organizations.

Design Categories

Awards are given to books that are exemplary in the execution of their text and cover designs in each of the publisher categories. In addition, one book—judged to have the best overall design and effectiveness—will be awarded Best of Show. Books may be entered under any of the following seven design categories:

- **Illustrated Text:** Illustrations (such as photographs, line drawings, and maps) drive the design of these books. Examples include (but are not limited to) art, museum, pictorial history books, and illustrated reports.
- **Typographic Text:** Typography (the effective use of type) drives the design of these books, which may include a signature of illustrations. Examples include (but are not limited to) biography, fiction, history, popular science and social science books.
- **Technical Text:** Typography and the presentation of data (in figures, tables, graphs, charts, photographs, and line drawings) drive the design of these books. Examples include (but are not limited to) scientific, technical and medical books.
- **Illustrated Jacket or Cover:** In this category, illustrations drive award-winning jackets and covers. Photographs, images, and illustrations should dominate the design.
- **Typographic Jacket or Cover:** In this category, typographic treatment of words drives award-winning jackets and covers. A textured background or thumbnail image may be present, but words in type should dominate the design.
- **Journal Cover:** NEW CATEGORY! In this category, both illustrated and typographic journal issue covers will be considered.
- **Ebook Cover:** NEW CATEGORY! In this category, both illustrated and typographic covers for ebooks will be considered. This is an ebook-only category, and the content should not also be available in print.

About the Judging

Four judges, with extensive experience in publishing and bookselling will review the entries and may select first, second, and third place winners in each of the 14 categories, as well as the Best of Show. Depending on the merit of the entries, the judges may also award honorable mentions or may elect not to award prizes in a category.

All judges' decisions are final. Judges with any potential conflict of interest related to the entries in a category will excuse themselves from voting on that category. If a publisher enters a book in an incorrect publisher or design category, WP reserves the right to reassign the entry to the correct category. WP's decision in such cases will be final. Books not published between July 1, 2016 and June 30, 2017 will be removed from the competition. Please note that books published on or after July 1, 2017 may be entered in next year's competition.

Please note: After the judging, a pdf or tiff file will be requested from the awardees to prepare a slide show and website of winning entries.

WP reserves the right to publish the names of winning publishers, individuals, and books, as well as photographs of said individuals and books.

About the Awards Ceremony

The event will feature an interactive forum with the judges, the designers, and editors of winning entries, and the audience. All books submitted to the competition will be on display, with the winning entries shown prominently. After the ceremony, books entered in the competition will be donated to Carpe Librum Bookstore/Turn the Page DC.