Getting the Word Out

Strategies for Reaching Your Readers

Library Publishing Forum, May 2018
Minneapolis, Minnesota
Dakota and Anishinaabe Land
How do publishers with marketing departments and budgets help readers find our books?
Conferences

Pacific Northwest Booksellers Association
October 8 – 10, 2017
Portland, OR

Native American Art Studies Association
October 25 – 29, 2017
Tulsa, OK

Frankfurt Book Fair
October 11 – 15, 2017
Frankfurt, Germany

American Society for Ethnohistory
October 12 – 14
Winnipeg, Canada

Conference on South Asia
October 26 – 29, 2017
Madison, WI

Western History Association
November 1 – 4, 2017
San Diego, CA

American Studies Association
November 9 – 12, 2017
Chicago, Illinois

National Women’s Studies Association
November 16 – 19, 2017
Baltimore, Maryland

American Anthropological Association
November 29 – December 3, 2017
Washington, DC

American Historical Association
January 4 – 7, 2018
Washington, DC

College Art Association
February 21 – 24, 2018
Los Angeles, CA

American Society for Environmental History
March 14 – 18, 2018
Riverside, CA

Association for Asian Studies
March 22 – 25, 2018
Washington D.C.

Association for Asian American Studies
March 29 – 31, 2018
San Francisco, CA

London Book Fair
April 10 – 12, 2018
London, England

Organization of American Historians
April 12 – 16, 2018
Sacramento, CA

Native American and Indigenous Studies Association
May 17 – 19, 2018
Los Angeles, CA

Asian Studies on the Pacific Coast
June 8 – 10, 2018
Pullman, WA

Critical Ethnic Studies Association
June 21 – 24, 2018
Vancouver, B.C.
Events

The press organized 290 author events in 2017.

Seattle: 93
Elsewhere in Washington State: 91
Oregon: 8
Alaska: 12
California: 17
Other national: 65
Canada: 2
Other international: 2
Advertising
Print and Digital
Print Catalogs and Brochures
Social Media

Blog
https://uwpressblog.com

YouTube
/UWWashingtonPress

Twitter
@uwapress

Instagram
@uwpress

Facebook
/UniversityofWashingtonPress
American Indian Quarterly
Boston Globe
Chicago Tribune
Choice
Chronicle of Higher Education
The Guardian
Journal of American History
Journal of Asian Studies
Los Angeles Review of Books
Native American and Indigenous Studies
New York Times
New York Review of Books
New Yorker
Orion
Science
Seattle Times
Smithsonian
Times Literary Supplement
Wall Street Journal
Washington Post

Looking for Betty MacDonald
“A riveting account of a quick-fire, ambitious, mercurial intellect; the story of a woman who met the demands of both her sophisticated, struggling family and of her ‘interesting times’ with a defiant, pawky smile.”
—Imogen Russell Williams, Times Literary Supplement

A Year Right Here
“We all know what happens to the list you make at the start of the year. But if everything had gone according to plan, Thomson’s book would be as straightforward as her original list. The twists and turns are what makes it — that and a solid recipe for fried chicken.”

Enduring Conviction
“Lorraine Bannai’s elegant telling of the story of the incarceration and Fred Korematsu’s fight against it could not be more timely.... Hopefully, the inspiration provided by Fred Korematsu may be an even more enduring response to injustice.”
—Elaine Elinson, Los Angeles Review of Books

Trout Culture
“This is a well-researched, richly detailed history of trout and trout fishing in the Mountain West that, as the author promises, ‘overturns the biggest fish story ever told.’”
—John Gierach, Wall Street Journal
Award Submissions

Exemplary Figures / Fayan
Aldo and Jeanne Scaglione Prize for a Translation of a Scholarly Study of Literature
MODERN LANGUAGE ASSOCIATION

The Promise of Wilderness
Charles A. Weyerhaeuser Award
AMERICAN SOCIETY FOR ENVIRONMENTAL HISTORY

Power Interrupted
Gloria E. Anzaldúa Book Prize
National WOMEN’S STUDIES ASSOCIATION

Puer Tea
International Convention of Asia Scholars Book Prize, Best Book in the Social Sciences
INTERNATIONAL CONVENTION OF ASIA SCHOLARS
Distribution
Rebecca Welzenbach

John W. Warren

Emily Hamilton