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### Hypothetical Publishing Plan

The target audience for “Sense” will be 18-25 year old people entering the world post-isolation. We want this anthology to be accessible to the generation of young professionals who have recently experienced a prolonged period of aloneness and are currently entering a transitional period in their lives. This publication can act as a tool to bring about connection and relation, while also offering a sensory take on the effects of loneliness.

The competition in the market for our book would be college publications, nonfiction anthologies, and the recent branch of art that relates to people’s struggles with the pandemic. Work such as Bo Burnham’s “Inside” speaks to this boom of pandemic-related artwork and Burnham’s use of in-your-face comedy alongside emotional lyricism functions similarly to our publication; both come at the pandemic from a lens of mixed absurdity and reflection. Along with this, there are a group of nonfiction anthologies that are operating in a similar field as ours, such as “Disability Visibility” and “Headcase”. These books utilize varying voices to offer honest reflections and vulnerable outlooks on specific social issues in our modern world. Francis Ford Coppola’s literary magazine, “Zoetrope”, is another work that is similar to ours in its sense of bringing together young voices around a headlining topic.

This book will function as a relatable outlet for the generation of confused contemporaries. We imagine young burgeoning professionals picking up this publication at their local coffee shop, latte in hand. The book will fill the gap we saw in other nonfiction publications surrounding the concept of reconnecting to our senses when we had lost one very important one; touch. As the pandemic forced our hand to lead more solitary lives, we wanted to create a publication that would bring the senses together both through our individual experiences and with the general public.

Ideally, this book would be student-led and published. We feel that to retain the freedom of creative liberty, not aligning ourselves with a publisher and their guidelines on content would be most effective to publish what we want to publish. However, finding a publisher or editor that is interested in our work could allow for meaningful collaboration and the perspective on how our book could function in the larger world. Bringing this to a publisher would allow for more marketing and therefore a wider scope of people that would be able to gain access to our work. Somewhere like Bloomsbury Publishing or TCK Publishing could be a good fit based on both houses' interest in memoir, wellness, and personal development.

In terms of networking, we see this book in Airbnb bathrooms or on coffee shop counters, awaiting intrigued, struggling young adults. As the authors, word of mouth and presentation will be of the utmost importance; stickers could be created as a way to bring the publication into the greater world's eye. The book could also be shared and sold in museum gift shops or local businesses that specialize in design and artwork.

To spread the word on social media, an Instagram account could be created that kicks off with a campaign to promote the book. This could be a nine-square grid layout that introduces small pieces of the publication to followers over a brief time period. This would keep audiences

interested while also giving them something to return to where they're intrigued to see the final result. We would pull images and quotes from the book to use in this promotion as small beads of information. We could also create short videos to post on TikTok, whether that's each of us reading bits of our stories, or showing off a physical copy of the book in aesthetic locations that mirror the themes.