

LITERATURE AND PUBLISHING WORKGROUP

Definition of the Segment

- Creative writing
- Technical writing
- Non fiction
- Story telling
- Journals
- Writers, editors, agents
- PR, publicists
- Researchers
- News magazines
- Academics
- Libraries
- E-magazines
- Festivals

N.O. Public Libraries

- More money for libraries purchases of La authors
- Grants
- Need for publishing incubator
- Venture capital
- Writers conference-state support

Competitive Strategy

- Large University pool
- Strong Brand-Academic, politics and Cajun culture
- Pulitzer winners
- Nationally known writers
- Festivals
- Rich state history
- LSU publishing group
- Good archival resources (Tulane and Historical N.O. Collection)
- Creative writing programs

Competition

- Newspapers- Gannett
- Retailers (Barnes and Noble) vs. Independents
- Within writers many outlets
- Advantages: opportunities for authors
- TV/Movies/Video Games
- Number of writers
- Local opportunities
- Competition between emerging writers and established writers

Barriers

- Literary levels
- Centralized access to information (helping people who don't know)
- Number of publishers (question)

Workgroup Notes

- Festivals don't cross promote publishers
- Schools- lack of dev. of writers at an elementary level
- Lack of ways to approach school systems with La. based publishers
- Quality
- Need for technical support personnel

Infrastructure Econ. Cap.

- There are opportunities for publishing
- Lack of awareness of opportunities
- Clearinghouse needs development

Infrastructure re: workforce

- Are people being trained?
- Training: University level
- Publishing Component- lack of training (pre-press skills)
- Is there a critical mass (publishing) in La? Answer: unknown
- Not enough training

LITERATURE / PUBLISHING**KEY POINTS:**

- LA possesses a very strong brand, deep-rooted, rich and diverse culture
- Collaboration with business segments of economy
- Cross-pollination opportunities exist
- Iowa Writer's Workshop model set up at Studio-in-the-Woods
- Writers don't know the opportunities available
- Libraries and other institutions can provide a venue for writers to have more public accessibility
- Centralized access to information for writers and industry
- Need for more training especially technical
- Great archival resources and creative writing programs
- Large talent pool—historically and currently—Pulitzer and national awards

OPPORTUNITIES AND STRATEGIES FOR GROWING THE SEGMENT:

- Create an incubator for literature and publishing
- Identify new markets and address new infrastructures to meet them
- Statewide access to a writers' co-op via a web site
- Create Writers' Co-op that offers information (databases, publishing opportunities); helps polish raw submissions (possibly with the help of university interns); helps people market themselves and understand the business of publishing their work
- Create peer-mentoring opportunities @ this Writers' Co-op
- Recognizing regional differences allows all aspects of cultural economy to grow. Holding regional mini-conferences will help.
- Convention "bookstores" and festivals should always have LA writers and LA topics as cultural tourism component. Work with convention planners.
- Educational efforts
- Identify new markets and address infrastructure to reach them
- Increase literacy and lower education writing programs
- Identify a star writer, i.e. what John Gresham did for Mississippi, to market Louisiana as a viable state in the literary realm
- Create an incubator for literature and publishing—i.e. what Idea Village is for entrepreneurs