

Etruscan Press Highlights of 2012

January 2013

- Renewed three year partnership with Wilkes University facilitating continued growth of internship and community outreach programs.
- Honored with National Book Award Finalist nomination for *Fast Animal* by Tim Seibles.
- Exceeded growth goals fulfilling our mission to increase the number of books to reach the hands of readers in colleges, universities, libraries, community institutions, and the reading public.
 - Increase in the number of books in the hands of readers
 - 2010 – 1,700 books
 - 2011 – 5,200 books
 - 2012 – 5,500 books
 - Increase in sales of books
 - 2010 – \$15,000
 - 2011 – \$49,000
 - 2012 – \$50,800
 - Increase in submissions
 - 2010 – 165 submissions
 - 2011 – 212 submissions
 - 2012 – 230 submissions
- Announced “ForeWord Book of the Year” Award Winner for Fiction for *Nahoonkara* by Peter Grandbois, and Finalist for Nonfiction for *Body of a Dancer* by Renee E. D’Aoust.
- Accepted vital operations and special programs funding from:
 - Wilkes University, Pennsylvania
 - Rayen Foundation, Ohio
 - Youngstown State University, Ohio
 - The Gratia Murphy Fund, Ohio
- Facilitated author workshops in Youngstown creating author-student interaction and access to books for high school and college students.
- Organized author readings in Wilkes-Barre to further growth of Etruscan’s relationship with Wilkes University.
- Improved website thus facilitating higher number of online purchases and submissions, and through funds provided by NEA grant continue overhaul of website to allow video and audio links for author readings.
- Increased number of reader’s guides available for students and book clubs for use by classroom teachers and reading groups.

- Created plan for use of interactive media to link authors to classrooms and individuals.
- Provided internships in the areas of marketing, web design, editing, graphic design, business plan development, and educational outreach, for ten graduate and undergraduate students from the following colleges and universities:
 - Wilkes University
 - Youngstown State University
 - Washington College
 - University of Delaware
 - Binghamton University.
- Provided continuing vital work experience for graduated interns as contracted graphic designers.
- Exponentially increased social network interaction through Facebook postings, author reading notifications, and special sale notifications.
- Published six volumes of engaging literature in a variety of genres: poetry, creative nonfiction, fiction, essays, and memoir.
- Planned publication of books through 2013 from authors from a rich variety of demographic backgrounds and from new authors, one of whom is a faculty member in the Wilkes University Creative Writing Program.
- Increased author involvement with marketing for individual titles. Informed and encouraged authors, as needed, to create personal websites and author pages.