Overview and Prospectus
Fall 2019
Literature is based on a paradox:

A. Writing is hard. B. It’s supposed to look easy.

As Yeats said, “A line will take us hours maybe/ But if it does not seem a moment’s thought/Our stitching and unstitching have been nought.”


For this paradoxical state of affairs I blame Homer. Before he started to “articulate sweet sounds together” on the page, bards rocked and chanted feeding the voice, and the voice fed the utterance.

And there’s a third leg to the paradox: writing isn’t even supposed to look like writing. It’s supposed to be heard, or overheard. Sometimes I think that the last three thousand years of literature comprise a long elegiac wail for a time when “lines were conceived and spoken in one breath.”

It’s all changed, now that we make books.

I love our books. When a new Etruscan title arrives, I tear open the carton, let peanuts fly. I press the codex to my face, inhale the new product aroma. I feel the sturdy but fragile edition, admire its heft. The creak of the first opening, the slight resistance, the feeling of the thirty pound bond, acid free. I love books. I port them in my cargo pants; I drool on them in bed.

But we can’t forget what came before all books.

So, Etruscan brings authors: to readings, to outreach programs, to radio studios, to residencies, to high schools, churches, elder-care homes and prisons. To the people.

This year, Wilkes students took another Etruscan book off the page altogether, Lynn Lurie’s *Museum of Stones*, read by Wilkes MFA student Julie Yelen. Five Etruscan titles are now available on audible.com.

At Wilkes University and Youngstown State University and at high schools in Youngstown, we offer prizes to student writing for “one page that sings,” and we partner with United Airlines to bring Etruscan books to fliers.

We’ll never get past that first writer. There will always be a paradox. Still, with pages and books that sing, and peripatetic authors, and poetical airlines, we may give a whole new meaning to Homer’s “winged word.”

Philip Brady
Executive Director
ACCOMPLISHMENTS

- Over 90 titles released or under contract in five genres: poetry, fiction, creative nonfiction, criticism, and translation.

- 2017 AWP Small Press Publisher Award Nomination—one of five presses in the country.

- 2013 National Book Award Long List Nomination (top ten).


- Partnership with Consortium/Ingram, the premier distributor of independent presses.

- Literary awards include National Endowment for the Arts Translation Award, Theodore Roethke Memorial Poetry Prize, Best American Poetry, Poets Laureate of Idaho and Virginia, Foreword Review Gold Medalist, Poetry Society of America First Book Winner, PEN Oakland Award, PEN/Diamonstein-Spielvogel Award for the Art of the Essay, Hurston/Wright Legacy Award, Houstonic Book of the Year Award, Mass Book Award, Helen Smith Memorial Prize for Best Book of Poetry, Community of Literary Magazines and Presses Firecracker Award.


- Over a dozen poems published by Etruscan have been broadcast on The Writers Almanac.

- Continued support of our founding funder, the Orestaglio Foundation, and supporting funders — such as the Nathalie & James Andrews Foundation — along with many generous private funders. Etruscan has received $900,000 in grants and donations since 2001 in addition to book sales and in-kind services.

- Five National Endowment for the Arts grants; seven Ohio Arts Council grants; two Council of Literary Magazines and Presses grants; additional grants from the Rayen Foundation, the Wean Foundation, Youngstown Foundation,YSU CLASS, the Drs. Barbara Brothers & Gratia Murphy Endowment, the Bates-Manzano Fund, and the Ruth H. Beecher Foundation.

- A partnership with Grow Youngstown to support the work of culture in agriculture; 2013 Youngstown Rotary Grant to build and plant four Little Free Libraries in Youngstown.

- Partnerships with Wilkes University’s Maslow Family Graduate Program in Creative Writing and Youngstown State University’s Poetry Center.
• Design internships to mentor undergraduate and graduate students at Wilkes University, YSU, and the NEOMFA, providing opportunities to professionally design Etruscan books and other published material. Many of our designers, along with three current and ten former Etruscan employees, are Wilkes or YSU alumni.

• Over 100 graduate and undergraduate interns have been mentored by Etruscan Press editors, providing interns with professional training and credentials in all areas of literary publishing. Current partnerships with local colleges and universities include Bucknell, Lock Haven, Penn State, Boston University, Old Dominion, Wilkes, and Youngstown State.

WHAT SETS US APART

• We publish in five genres—poetry, fiction, creative nonfiction, translation, and criticism.

• We have produced visual arts, eBooks and audiobooks in addition to trade paperback books.

• Our books are timely and timeless, addressing issues of politics, environmentalism, disability, feminism, multiculturalism, and the place of literature in the world.

• We are the first independent press ever to have had three National Book Award finalists in our first 11 years. Since then, we have added an additional National Book Award long list nominee.

• Our long-standing relationships with Wilkes University and Youngstown State University provide the benefits of association with universities while preserving our independence.

• We have received five National Endowment for the Arts grants, including the first International Translation grant offered by the NEA.

• Since 2008, our outreach program has brought 17 Etruscan authors and over 10,000 copies of their books to thousands of underserved students, community members, and incarcerated citizens. In this way, we build the dialogue between genres, beginning with those who are traditionally left out of the literary conversation.

ACHIEVEMENTS FOR 2018

• Donated Etruscan books to Ellis Memorial Library in Port Arkansas, Texas following Hurricane Harvey.

• Developed partnership with United Airlines “Books on the Fly” initiative, providing passengers on coast-to-coast flights from Boston to Los Angeles with Etruscan titles. In April, United reported their passengers have been thrilled with the Etruscan books donated. The overwhelming enthusiasm on the part of United passengers led to “Books on the Fly” to expand to other United cities, including Orlando, Honolulu, and Portland, Oregon.

• Ten Etruscan authors participated in 16 panels, book signings andoffset events at AWP18 in Tampa, held March 8-10 in Tampa, FL. Etruscan also co-hosted the AWP Old School Slam, which produced nearly 40 slam poets.

• Robert Eastwood’s Romer was featured in the 20th anniversary issue of Foreword Review.

• Ross Klavin recorded an audiobook of Jeff Talarigo’s The Cemetery of the Orange Trees at the new WCLH recording studio, facilitated by Wilkes Communications Studies students. An audiobook version of Areas of Fog, read by the author, was also produced.
• The YSU Poetry Center and Etruscan Press announced the winners of the 2018 Etruscan Prize, offered to YSU CLASS undergraduate for one page of creative work in any genre:
  o 1st Place ($500) Kelsey A. Metzger, “A Beautiful Act of Hope”
  o 2nd Place ($250) Mallory Radar, “Force”
  o 3rd Place ($150) Logan Burrows, “A Wanderer’s Tale”
  o Honorable Mention ($100) Dom Fonce, “The Air Around Us is a Blanket”

• Implemented the Incarcerated Writers Mentorship Program through the Poetry Center at Youngstown State University, pairing selected incarcerated writers with Etruscan Press author mentors for a 15-week partnership.

• A review of Rough Ground by Alix Anne Shaw was featured in Publishers Weekly.

• Etruscan authors Bruce Bond, Dante Di Stefano and Aaron Poochigian featured in Best American Poetry 2018.

• Etruscan Prize awarded to Sarah Bedford for her memoir piece (judged by Bruce Bond).
NEW TITLES

MUSEUM OF STONES
Lynn Lurie
Fiction
Available April 2019

ILL ANGELS
Dante Di Stefano
Poetry
Available June 2019

TOPOGRAPHIES
Stephen Benz
Essays
Available July 2019

DEMONSTRATEGY
H. L. Hix
Poetry
Available September 2019

CLAY AND STAR
Mihaela Moscaliuc
Poetry
Available October 2019

50 MILES
Sheryl St. Germain
Essays
Available January 2020
Glimpses of AWP19 in Portland, OR

Etruscan Press will once again attended the Association of Writers and Writing Programs Conference (AWP). The 52nd Event, AWP19, was held in Portland, Oregon from March 27 - 30, 2019 at the Oregon Convention Center (777 NE Martin Luther King Jr. Blvd., Portland, OR 87232.)

In partnership with Wilkes University, Etruscan will be located in booth 3031.

Etruscans attending:
- Kazim Ali
- Laurie Jean Cannady
- Robert Eastwood
- Patti Horvath
- David Lazar
- Paul Lisicky
- Shara McCallum
- J.D. Schraffenberger
- Tim Seibles
- Daneen Wardrop

Thursday, March 28, 2019
Que savent-ils?: What Classic Essays Can Teach Contemporary Essayists
B114, Oregon Convention Center, Level 1 from 10:30 a.m. to 11:45 p.m.
David Lazar - Who’s Afraid of Helen of Troy: An Essay on Love

Ghost Fishing: An Eco-Justice Poetry Anthology Reading
Portland Ballroom 256, Oregon Convention Center, Level 2 from 10:30 a.m. to 11:45 a.m.
Tim Seibles - Fast Animal and One Turn Around the Sun

#Me Too, Girlhood: Writing and Subverting Childhood Sexual Violence
E145, Oregon Convention Center, Level 1 from 3:00 p.m. to 4:15 p.m.
Laurie Jean Cannady - Crave: Sojourn of a Hungry Soul

Ending for the End Times?
Portland Ballroom 255, Oregon Convention Center, Level 2 from 4:30 p.m. to 5:45 p.m.
Paul Lisicky - The Burning House

Old School Slam and Open Mic
B113, Oregon Convention Center, Level 1 from 10:00 p.m. to 12:00 midnight
Stanton Hancock - Wilkes University Alum

Friday, March 29, 2019
Rewriting History: Why It’s Not Okay to Fictionalize Our Memories
B114, Oregon Convention Center, Level 1 from 9:00 a.m. to 10:15 a.m.
Patti Horvath - All the Difference

Reinventing the Wheel: The Tradition of Innovation in Poetry
Portland Ballroom 256, Oregon Convention Center, Level 2 from 10:30 a.m. to 11:45 a.m.
Kazim Ali - The Disappearance of Seth
Friday, March 29, 2019 (Cont’d)
Impact and Empathy: Service-Learning and Creative Writing
D139 - 140, Oregon Convention Center, Level 1 from 10:30 a.m. to 11:45 a.m.
**J. D. Schraffenberger** - Saint Joe’s Passion

Am I Really Going to Do This Until I Die?
Portland Ballroom 256, Oregon Convention Center, Level 1 from 4:30 p.m. to 5:45 p.m.
**Paul Lisicky** - The Burning House

Open Mic and Old School Slam
B113, Oregon Convention Center, Level 1 from 10:00 p.m. to 12:00 midnight
**Stanton Hancock** - Wilkes University Alum

Saturday, March 30, 2019
Fifty Years of FIELD: Contemporary Poetry and Poetics
B115, Oregon Convention Center, Level 1 from 1:30 p.m. to 2:45 p.m.
**Kazim Ali** - The Disappearance of Seth

Change of the Guard: Editors on Inclusion and Diversity in Literary Journals
Portland Ballroom 255, Oregon Convention Center, Level 2 from 3:00 p.m. to 4:15 p.m.
**J. D. Schraffenberger** - Saint Joe’s Passion

How We Need Another Soul to Cling to: Writing Love Poems in Difficult Times
D-139 - 140, Oregon Convention Center, Level 1 from 3:00 p.m. to 4:15 p.m.
**Tim Seibles** - Fast Animal and One Turn Around the Sun

Boulevard 35th Anniversary & 100 Issues Reading
B116, Oregon Convention Center, Level 1 from 4:30 p.m. to 5:45 p.m.
**Shara McCallum** - Poems and Their Making
KEY STAFF MEMBERS

Executive Director:
  Dr. Philip Brady

Executive Editor:
  Dr. Robert Mooney

Financial Adviser & Co-Founder:
  Mr. Stephen Oristaglio

Advisers:
  Ms. Nin Andrews
  Mr. Robert Cariosia
  Dr. Bonnie Culver
  Dr. J. Michael Lennon
  Dr. Robert Lunday
  Mr. Vark Van Tilburg

Managing Editor:
  Mr. Bill Schneider

Production Editor:
  Ms. Pamela Turchin

Outreach Coordinator:
  Ms. Samantha Stanich

Prison Outreach Coordinator:
  Ms. Monica Purich

Editorial Associates:
  Mr. Wayne Benson
  Ms. Judith Jones
  Mr. Jason Miller

Copy Editors:
  Ms. Janine Dubik
  Ms. Karen Krumpak
  Ms. Karley Stasko
  Ms. Alyssa Waugh

Designers:
  Mr. James Dissette
  Mr. Todd Espenshade
  Mr. Aaron Petrovich
  Ms. Julianne Popovec
  Ms. Laurie Powers
  Ms. Lisa E. Reynolds
  Ms. Carey Schwartzburt

Publicist
  Ms. Kristina Darling

Sketch Artist:
  Dr. Thomas Welch

Videographer:
  Mr. Shawn Hatten

Web Designer:
  Mr. Douglas Martin
STRATEGIC GOALS FOR 2019

- Continue to produce six new books per year.
- Continue to stabilize cash flow, maintaining a minimum of $10,000 in accounts:
  - Track second year of aspirational budget as a template for growth.
  - Continue to develop two-year fundraising plan to match the aspirational budget, including:
    - An individual donor program (small and large donors).
    - A targeted list of businesses, foundations and organizations.

- Increase marketing:
  - Grow our focused email marketing campaign (MailChimp).
  - Continue to expand social media to a targeted Etruscan audience.
  - Develop partnerships with local colleges and universities (Keystone, Kings, Lackawanna, Luzerne County, Marywood, Misericordia, and Penn State) for graduate and undergraduate internships.
  - Use graduate assistants and interns to expand marketing plans.

- Increase book sales:
  - Follow up on production of new audiobooks to produce more audio titles, continuing to work with Wilkes University students and faculty.
  - Promote more author-centered events where there are cross-promotional opportunities.

- Increase sales efforts using both traditional and social media venues.

- Increase local and regional presence through outreach and community contributions:
  - Increase the viability of the outreach program in Youngstown, OH by adding two more events each year.
  - Develop a regional outreach program in Northeastern Pennsylvania.
  - Develop a multi-sensory approach to publishing that includes art and music to enhance the literary dialogue.
  - “Plant” additional Little Free Libraries in the Youngstown and greater Wilkes-Barre areas.

- Strengthen fundraising efforts.
  - Identify potential small donor grants (e.g.: Luzerne Foundation).
  - Submit several $1,500-$5,000 grants per year.
  - Identify larger donor grants via Foundation Center site.
  - Write one $15,000+ grant per year under Etruscan’s name.
  - Add one additional $15,000+ grant each year under the umbrella of Wilkes University and/or Youngstown State University.

- Develop donor drives for specific purposes, using Indiegogo, Kickstarter, and NetworkforGood.

- Optimize partnerships with universities and institutions.

- Meet regularly with grant writers of Wilkes University and Youngstown State University.
• Continue to develop relationships with Wilkes University and Youngstown State University campus departments (Communications, English, Integrative Media, School of Business).

• Continue internship and design opportunities that benefit Etruscan, Wilkes University, and Youngstown State University.

• Participate in Leadership Wilkes-Barre events to foster civic engagement of emerging leaders in the community.

• Integrate Etruscan into Youngstown State University Creative Writing Program:
  • Expand the role of new outreach coordinator to enhance Etruscan’s Mahoning Valley Outreach Program.
  • Create template for Mahoning Valley Outreach Program to be adopted elsewhere.
  • Integrate Ohio resources into Etruscan infrastructure.
  • Continue to develop and increase Etruscan presence in Northeast Ohio.
  • Initiate and sustain co-sponsorships for Etruscan, including Youngstown State University and NEOMFA.
  • Promote faculty adoption of Etruscan books at Wilkes University, Youngstown State University and elsewhere.
  • Work with NEOMFA and YSU to enhance Etruscan’s value to the program.

• Future Development:
  • Solicit colleagues as new editors.
  • Continue to expand and cultivate national board of advisors.
  • Consult with co-founders regarding funding and new projects.
  • Work with co-founders and business manager to maintain and increase funding streams.
  • Continue to identify new funding opportunities.
  • Develop a five-year plan.
Structure of the Company

We are a 501(c)(3) nonprofit corporation incorporated in Massachusetts and registered in Ohio and Pennsylvania. Our original financial backing came from Steve Oristaglio, Managing Partner of TRI Asset Management, an investment firm based in Boston and London. Currently we are supported in part by private donations, grant funding from the National Endowment for the Arts, and financial and infrastructural support from Wilkes University.

Executive Director

The executive director provides leadership for Etruscan Press by creating and developing the strategic plan, overseeing all operational aspects, and maintaining contact with and providing support for all Etruscan authors. The executive director is also charged with coordinating the image and direction of the press; screening and selecting manuscripts for publication; soliciting new manuscripts from potential authors; and proposing new avenues of publication. The executive director is also involved in university administration and development, which includes expanding and cultivating a national board of advisors; promoting faculty adoption of Etruscan books; negotiating Etruscan contracts with Wilkes and Youngstown State University; working with the Wilkes and YSU Creative Writing Programs to enhance Etruscan’s value to the programs; consulting with co-founders regarding funding and new projects.

Managing Editor

The managing editor provides day-to-day management of Etruscan Press. Primary responsibilities include production, marketing, administration, finance, fundraising, and providing ongoing support to Etruscan authors. Marketing responsibilities include processing advance information to distributors; overseeing the creation of launch kits, one-sheet promotional documents, press releases and seasonal marketing plan; supervising the creation of brochures and catalogs; overseeing website management; managing all reviewer requests; and maintaining communication with distributors and customers (including bookstores, universities, libraries).

Production Editor

The responsibilities of this position include creation and implementation of the production schedule; management of manuscript editing; management of independent contractors (copy editors, graphic designers, and interior designers); creating an individual marketing plan for each title; maintaining communication with authors and serving as Etruscan’s liaison with distributors.

Sales and Distribution

Consortium Book Sales and Distribution (CBS), the leading distributor for small literary publishers, distributes Etruscan books. Under the supervision of the executive director, the managing editor is responsible for preparing all materials that provide a marketing outlet for Etruscan titles. This includes creating advance information, communicating with Consortium about upcoming titles, creating catalog copy for Consortium catalogs, creating electronic assets for viable Consortium outlets.

Graduate Assistants & Interns

In partnership with several universities, including Lock Haven, Old Dominion, Penn State, University of Cincinnati, Boston University, Wilkes, and Youngstown State, Etruscan Press has offered internships to both graduate and undergraduate students interested in the publishing industry. These internships provide valuable skills for students in exchange for their contributions to help in production (design and editing), social media, marketing, community outreach, grant and promotional writing, and website development. Several previous Etruscan interns continue to work for the press as independent contractors.
MARKETING AND PUBLICITY

The efforts to bring Etruscan books to readers are focused on three general markets: major retailers and independent bookstores, academic institutions and libraries, and direct sales through author events and online sales. Each book is marketed to potential buyers, including bookstores, academic buyers, and individuals.

Etruscan’s latest audiobook—Lynn Lurie’s Museum of Stones—will be released soon. Other Etruscan audiobooks produced include Areas of Fog by Will Dowd, Mr. Either/Or by Aaron Poochigian, Help Wanted: Female by Sara Pritchard, and In the Cemetery of the Orange Trees by Jeff Talarigo. Audiobook is another forum in which to market and publicize both print and e-version Etruscan books. With our latest successful production, Etruscan hopes to continue working with the communications department at Wilkes University and Theresa Karambelas Media Center. Social media outlet marketing (Facebook, Instagram, Twitter, Goodreads, Pinterest, and Tumblr) has been ramped up throughout the 2018-2019 year, increasing the visibility of Etruscan Press, its authors and books.
All galleys are sent to a minimum of 20 review outlets that include traditional and online reviewers.


Etruscan has begun to use electronic resources, such as galley tracker, to ensure advance reader copies are received and assigned for review by literary journals. One of the ways reviews have changed over the past year is that many more reviewers are requesting copies of Etruscan’s frontlist. Many of these reviews can be accessed through the website: www.etruscanpress.org.

Our books are featured on a variety of websites, including our own website, Consortium Book Sales and Distribution, Wilkes University, and Etruscan author homepages.

Marketing not only focuses on Etruscan books and authors but also on raising the visibility of Etruscan Press in general. This is essential in today’s marketplace.

In addition to the website, name recognition in the greater Youngstown and Wilkes-Barre areas has been generated through several Etruscan outreach programs, including Little Free Libraries (littlefreelibrary.org). LFLs will stock Etruscan books for the general public to borrow with inventory that is returned unsellable because of minor production flaws. This outreach program costs Etruscan very little but provides literary harmony in various neighborhoods. The E. S. Farley Library Collection of Published Works is an initiative that was launched in June 2015 as a part of the 10th Anniversary Celebration of the Maslow Family Graduate Creative Writing Program at Wilkes University. We envision that once all items have been collected, this will become the largest single collection of one creative writing program in the world. Etruscan Press is proud of its continued affiliation with Wilkes University as a program partner. Etruscan is donating two copies of every book published to the Wilkes Library Collection. As of 2017, all Etruscan titles have been cataloged, archived and adorned with a medallion denoting their inclusion in the Library Collection. Etruscan also facilitates author readings during the Maslow Foundation
Salon Reading Series. In 2018, Phil Brady, Laurie Jean Cannady, Robert Mooney, Laurie Powers, Kevin Oderman, Tim Seibles, Bill Schneider, and Jeff Talarigo all read as part of the Maslow Foundation Salon Reading Series.

The Pennsylvania Writer’s Conference (PWC) was launched in 2004 at Wilkes University. In 2018, PWC was held from August 3-4. The conference united over 200 writers from the literary community and provided opportunities for engagement, education, and empowerment. PWC consisted of a poetry slam and open mic, various panels, readings and workshops, and keynote speaker, Andre Dubus III. Etruscan Press provided graduate assistants to help plan, promote, and deliver PWC. Since a majority of Etruscan authors work and teach in the academic community, many of them were invited to share academic acumen, vital to the success of PWC. Executive Director Phil Brady, Managing Editor Bill Schneider and Fiction Editor Robert Mooney participated on a publishing panel discussing the state of the publishing industry. The PWC was expanded to include the Norman Mailer Summer Writers Colony workshops, which are weeklong classes in fiction, poetry, book reviewing, self-promotion and more. To learn more about the Norman Mailer Summer Writers Colony, please visit nmcenter.org. Etruscan will again provide graduate assistant and internship support in PWC planning, promotion, and execution.
OUTREACH

As a nonprofit press, we strive to invest our time and limited resources in educational initiatives targeted to underrepresented, underserved student populations. Our community-centered approach brings Etruscan authors and books into classrooms, in school districts throughout Ohio, and soon, Pennsylvania. This allows us to build dialogue between authors and new audiences, beginning with those who are traditionally left out of the literary conversation. The schools participating in Etruscan's outreach program are located in low-income areas, where students often face both under-resourced schools and challenging home lives. Etruscan brings literary conversations to those often closed-out of by virtue of their age, their geography, their socioeconomic status, their educational experience, or their differing physical abilities, among other challenges. Over the past seven years, Etruscan's Mahoning Valley Outreach Program has brought Damilola Aderibigbe Claire Bateman, Remica Bingham, Nestor Cabrera, Laurie Jean Cannady, Renee D'Aoust, Sean Dougherty, Peter Grandbois, Raul Hernandez, Lynn Lurie, Bruce Mills, Aaron Poochigian, Diane Raptosh, Steve Reese, Tim Seibles, Alexis Stamatis and Myrna Stone to East High School, Early College, Choffin Career Center, Chaney High School, ACTION, YSU CLASS, YWCA Warren, Trumbull Correctional Institute, and Northeast Ohio Pre-Release Center to meet and work with students. These authors represent diverse ethnicities, points of view, aesthetics, and
language groups. They are dedicated and inspiring teachers, and they have won some very distinguished honors as writers, including a National Book Award Finalist, a Gold Medal from Foreword Magazine, Poets Laureate of Idaho and Virginia, and a Cave Canem Fellowship. The outreach program also brings books to students who have too often been left out of the literary conversation. In addition to the website, name recognition in the greater Youngstown and Wilkes-Barre areas has been generated through a new Etruscan outreach program: Little Free Libraries (littlefreelibrary.org). LFLs will stock Etruscan books for the general public to borrow with inventory that is returned unsellable because of minor production flaws. This outreach program costs Etruscan very little but provides literary harmony in various neighborhoods. In 2018-2019, the YSU Poetry Center and Etruscan Press continued to bring authors and their books to YSU students and to underserved populations in the Mahoning Valley, while experiencing considerable expansion.
This year, we brought two talented women, an author and a local playwright, for a four-day visit to Youngstown in May. Sheryl St. Germain and Kelly Bancroft visited local schools, community centers and correction faculties as well as participated in public readings. The authors visited the Northeast Pre-Release Center, Trumbull Correctional Institute and Camp, YSU Creative Writing, Wilson Elementary, Youngstown Early College, Mahoning Valley High School, ACTION and LIT Youngstown. The program distributed 400 copies of Sheryl St. Germain's *50 Miles* to students and community members. The spring program also featured Thomas Walsh, an author and sketch artist, who sketched impromptu sketches of students to help boost self-image while introducing them to "flash art."

St. Germain discussed her memoir, *50 Miles*, which traces the life of her son and his death from a drug overdose at age 30 as well as her own recovery from substance abuse. She addressed addiction and alcoholism with students and community members, a topic that is at the forefront of today's news. Students wrote responses to St. Germain's work, citing addiction in their own lives and how it is shaping their future.

Bancroft is an essayist, poet and playwright who read her one-act plays "Arriving at Bessie," and "Lovie's Spring," throughout the four-day program. Students read the plays and acted them out for Bancroft as well as shared their reactions to her work via Power Point.

# NEW INITIATIVES: BOOKS ON THE FLY

In March 2018, Etruscan Press and Wilkes University joined United Airlines Books on the Fly, an outreach partnership at Boston Logan International Airport that allows United customers to select complimentary books to read on cross-country flights. The outreach initiative now includes books donated by Etruscan Press and faculty from the Maslow Family Graduate Program in Creative Writing at Wilkes University.

This literary partnership represents the strong commitment to community by Etruscan Press, United Airlines, and Wilkes University.

Boston customer service representatives Jen Ruffini and Bob Di Rice noticed that books brought in by United employees began to pile up in the break room. They began to take these books and offer them to passengers on cross-country flights, and it has been a success.

They've named their program "Books on the Fly," and they offer about 40 books of varying genres on every flight, ensuring there is something for everyone to read. Di Rice says he believes they've given away more than 1,500 books, which have all been donated by employees, customers, and now Etruscan Press. This program has "taken off" now that United has designated an Etruscan "wing" on the mobile
All stages of production are supervised by the production editor in consultation with the managing editor and approval by the executive director. Contracted graphic designers, interior designers, and copy editors are an integral part of the process.

Etruscan’s production process takes, on average, 18 months from acceptance of the manuscript to its final printing. Galleys are scheduled at a minimum four months prior to each title’s publication date to meet traditional literary review deadlines, including Publishers Weekly and Library Journal, for example. Each stage of the production process is closely monitored by the production editor.

In general, the stages are:

1. editing by the author of the accepted manuscript to conform to publication standards;
2. the beginning of the cover design process;
3. copy editing;
4. accepting or rejecting copy editing suggestions by the author;
5. merging the copy editor comments with those from the author by the production editor;
6. production of first page proofs (1PP);
7. copy editing of 1PP;
8. proofing of 1PP by author;
9. merged changes of the two proofs by production editor;
10. repetition of steps 6 through 9 for second page proof (2PP);
11. galley proof;
12. sending galleys for review and adding galleys to Ingram’s CoreSource for review; and
13. final printing and distribution. The printing of Etruscan books is sent for bid to outside contractors, awarded, and then produced and shipped to Etruscan’s distribution warehouse in Jackson, TN, our headquarters in Wilkes Barre, PA, and satellite office in Youngstown, OH.

ADMINISTRATION

Our entire operation is administrated by our managing editor under the supervision of the executive director. A contracted accountant files annual federal and all state and payroll annual returns on behalf of Etruscan Press.
Etruscan Press is poised for the next step in its publishing journey. Well-respected in the publishing community with multiple awards for its award-winning books, Etruscan is ready to expand. The goal, over the next few years, is to continue to stabilize the financial side of the publishing house while cautiously expanding its output.

To do this, Etruscan needs to recognize the work already being done in marketing and sales by other respected, longer-established presses. As part of this process, Etruscan has partnered with Akashic Books to bring Damilola Aderibigbe and New-Generation of African Poets to Youngstown. Executive Director, Dr. Philip Brady offers weeklong courses in literary publishing as part of the Wilkes Creative Writing residency, and he also offers a semester-long course in literary publishing at Youngstown State University. Guests at these courses include Akashic’s Johnny Temple and Ibrihim Ahmad, University of Tennessee Press editor Scot Danforth, Association of Writers and Writing Program vice-chair Dr. Bonnie Culver, Norman Mailer’s biographer Dr. J. Michael Lennon, and a dozen other publishing professionals. By these interactions, we keep abreast of the publishing world and use what works for our competitors by morphing their strategies to fit the Etruscan model and aesthetics.
We must increase our bottom line by increasing book sales, finding new donor support, sustaining current donors by including them in a much more dynamic way, researching and writing grants, developing the current outreach programs, and creating new ways to market Etruscan books and authors. Etruscan must adopt a model of giving in an effort to increase its stature in the publishing community and book sales. This includes information sharing that brings attention to Etruscan, its books and authors, but does not ask for donations or sales in any overt way. The goal, in other words, should be to attract potential sales by making Etruscan's name recognizable and by bringing fans to the website.

Etruscan Press must also get better at asking for support. In clearly defined email campaigns, Etruscan must solicit donors. Many smaller donors are as important as one larger donor.

To do this, we are building our mailing list. This is where social media becomes important as fans “like” us on Facebook or become “followers” on Twitter. These are our potential small donors. This social networking translates into email addresses that, with effort on Etruscan’s part, will translate into donations. The assistant to the managing editor is in charge of gathering the names and addresses of this email donor list. To date, Etruscan boasts a Facebook following of 1,889 and 708 followers on Twitter.

During 2018, Etruscan Press negotiated the renewal of the third three-year affiliation agreement with Wilkes University. Since 2006, Etruscan and Wilkes have worked in partnership, with Wilkes providing office space, an apartment, graduate assistants and interns, programmatic integration with the University’s graduate creative writing program, and an annual cash contribution. In exchange, Etruscan has provided the Wilkes community with the presence of a non-profit literary press working to produce and promote books that nurture the dialogue among genres, cultures, and voices.
In May 2015, during the negotiation of the affiliation agreement, the presence of Etruscan Press was expanded with the integration of a temporary position of interim associate director of the Wilkes Graduate Creative Writing Program. This one-year position combined the resources of Wilkes University and the talent of Etruscan Press to share marketing and community development of initiatives, including recruitment of graduate students, expanding outreach programs, and developing stronger partnerships with businesses, foundations, and organizations throughout Northeastern Pennsylvania.

The managing editor of Etruscan Press applied for this position and was subsequently hired by Wilkes University. The managing editor provided a careful balance of the required duties of the interim Wilkes position, while ensuring that all Etruscan initiatives and projects were successfully completed, on time and under budget.

This staff transition has been hugely beneficial, because a significant amount of salary, fringe benefits, and payroll taxes were reduced or eliminated by the combination of these positions.
PHILIP BRADY Executive Director, is co-founder of Etruscan Press. His forthcoming book is The Elsewhere: Selected Poems and Poetics (Broadstone, 2020.) His most recent book is a collection of essays, Phantom Signs: The Muse in Universe City (University of Tennessee Press, 2019.) He is the author of four books of poetry, a previous collection of essays, and a memoir. He has edited a critical book on James Joyce and an anthology of contemporary poetry.

Brady's work has received the Snyder Prize from Ashland Poetry Press; a ForeWord magazine Gold Medal; an Ohioana Poetry Award; the Ohio Governor’s Award and six Individual Artist Fellowships from the Ohio Arts Council; and Thayer and Newhouse Fellowships from New York State. An essay earned Notable recognition in Best American Essays, and work has been nominated for four Pushcart Prizes. He has done residencies at Yaddo, the Headlands Center for the Arts, the Ragdale Foundation, the Hampshire College, the Virginia Center for the Creative Arts, the Tyrone Guthrie Center in Ireland, Fundacion Valparaiso in Spain, Hawthornden Castle in Scotland, and the Soros Centre for the Arts in the Czech Republic.

Brady has taught at the National University of Zaire, University College Cork, and on Semester at Sea. Currently, he is distinguished professor of English at Youngstown State University. He also serves on the low-residency MFA faculty of Wilkes University.
ROBERT MOONEY  Executive Editor, is also co-founder of Etruscan Press. His most recent publication is a novel, *Father of the Man* (Pantheon, 2002). He has published numerous short stories, including “Halloween” in the Paterson Literary Review, which was nominated for the Pushcart Prize. Mooney earned a B.A. from Boston College and a M.A. and Ph.D. from Binghamton University. He has served as editor of New Myths Press and the acclaimed literary journal New Myths/MSS, which was founded by John Gardner. Mooney is Professor of English and Creative Writing at Washington College. He also serves on the low-residency Maslow Family Graduate Program in Creative Writing at Wilkes University.

STEPHEN M. ORISTAGLIO  is the founding supporter of Etruscan Press. He is President and Co-chief Investment Officer for SCS Financial, and investment firm based in Boston. He has been Senior Managing Director and Deputy Head of Investments at Putnam Investments. Prior to joining Putnam, he was Global Head of Fixed Income at Swiss Bank, and Head of International Bond Trading at Solomon Brothers.

BILL SCHNEIDER  is the managing editor of Etruscan Press. His previous experience includes a three-decade long career in the music industry accompanied by extensive travel throughout six continents. Bill’s essays and short stories have appeared in *Route 7 Review* (May 2017), *The Hamline Lit Journal* (April 2017) and *Middle Gray Magazine* (January 2014). He has also been published in the “No Regrets” issue of *Silly Tree Anthologies* (2014). Bill received his Bachelor of Science in Journalism Magna Cum Laude from Suffolk University. He also received his M.A. and M.F.A. from the Maslow Family Graduate Program in Creative Writing at Wilkes University.

PAMELA TURCHIN  is the Production Editor of Etruscan Press. She earned an M.A. and M.F.A. in fiction from the Maslow Graduate Creative Writing Program at Wilkes University. Prior to joining Etruscan Press, she was a photojournalist, and taught 4th grade and language arts.
FINANCIAL INFORMATION

2018 Expenses:
- Payroll: 21%
- Admin: 12%
- Outreach: 15%
- Production: 21%
- Development: 4%
- Royalties: 9%
- Marketing: 2%
- Printing: 16%

2018 Income:
- Grants: 27%
- Book Sales: 23%
- Donations: 40%
- Submissions: 10%
2019 Projected Expenses

- Administrative: 6%
- Outreach: 3%
- Marketing: 19%
- Production: 35%
- Royalties: 7%

2019 Projected Income

- Book Sales: 18%
- Submission Fees: 12%
- Donations: 62%
- Grants: 8%
### 2019 PROPOSED

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**TOTAL INCOME**

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#### EXPENSES

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Author Royalty Payments

**TOTAL**

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### Administrative

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**TOTAL EXPENSES**: 58,495  
**BALANCE**: -1,974  

Revised 01-24-19
THANKS TO OUR DONORS & PARTNERS

The Oristaglio Foundation
The Andrews Foundation
Wilkes University
Youngstown State University
Dr. Brothers & Murphy Fund
Youngstown Foundation
The Wean Foundation
The Rayen Foundation
The Ohio Arts Council
The National Endowment for the Arts
The Council of Literary Magazines and Presses
Association of Writers and Writing Programs
One of Etruscan's greatest strengths comes from the many contributions of in-kind support received from a variety of committed organizations and individuals. Dr. Brady, in the full-time position of Executive Director, receives no salary, nor does Dr. Mooney in the part-time position of Executive Editor, or Dr. Lunday, who copyedited Etruscan books gratis. In addition to her advice and indefatigable support, Dr. Bonnie Culver has hosted eight Etruscan writers and administrators at the AWP Gala 50th Anniversary Banquet. Wilkes University also generously shares its space at their AWP booth every year with Etruscan, and taken on our managing editor, Bill Schneider, as Associate Director. Dr. Steve Reese, YSU Professor and Director of the NEOMFA Program, has provided housing, transportation, meals and reception for several Outreach visitors; Dr. Brady has regularly housed, fed and transported Outreach and Poetry Center visitors since 1994. Brady's Leap, a band of YSU faculty Steve Reese, Jim Andrews, Kelly Bancroft, and Phil Brady, have performed numerous fundraisers for the program. At the marriage of Dr. Brady and Elsa Higby, a YSU grad, in 2008, all monetary gifts went to a fund to host Etruscan outreach visitors. Clearly, Etruscan has been a labor of love for many people.

When these and other in-kind contributions are taken into account, they are valued at over $400,000 in 2017. Without these selfless contributions, Etruscan would not exist.
etruscan press

bearing imagination...