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Litquake's digi.lit Conference Returns By Popular Demand for Second Year

Successful debut in 2013 leads to a reprise of the one-day conference that demystifies the new publishing landscape by putting attendees in the same room with representatives from traditional and non-traditional publishers alongside successful authors, respected agents and editors, application and graphic designers, marketers, and booksellers; roster includes marketing strategist Ami Greko of Goodreads, frequent NPR commentator and UC Berkeley Professor Geoffrey Nunberg, Karen Wickre of Twitter, Rooster's Yael Goldstein Love, Case Talbot of Smashwords, agent and author Carole Jelen, best selling author Michelle Richmond, Miral Sattar of BiblioCrunch, Susie Bright, music journalist Michael Goldberg, author/editor Eli Horowitz (formerly of *McSweeney's*) and Jennifer Maerz of *The Bold Italic*

June 21 at University of California Hastings College of Law, 200 McAllister Street
Tickets are \$225.00 and available at litquake.org

San Francisco, June 2, 2014 – San Francisco's literary festival Litquake wades into the choppy and potentially perilous waters of e-publishing with its second conference dedicated toward the subject. In a city of writers with deep and justifiable attachments to the independent book scene, the changing landscape of publishing may have divided loyalties but it's also opening a host of opportunities on a number of different platforms for everyone from established authors to newcomers.

The full-day conference will explain and demystify this ever expanding digital publishing landscape by diving into the technologies that are driving it, and introducing authors, readers, book creators and other attendees to the innovators and innovations pushing the boundaries of digital books.

The day is comprised of 2 morning sessions and 3 afternoon sessions. The schedule is broken down into two basic tracks, one practical and nuts and bolts, and the other more philosophical and strategic. Each session will offer a panel associated with each of those tracks. Where in a traditional conference, one has to commit to follow one track from one session to the next, attendees at digi.lit

are free to choose which panel they would like to attend as they segue from session to session.

"The response to last year's conference was amazing," says Litquake co-founder Jack Boulware. "San Francisco Magazine named us "best "Lit-geek gathering," so we feel it's incumbent on us to keep that fire burning for 2014. Digi.lit collects an amazing swath of both literary and tech geekery, and we're so proud to host the conference here in San Francisco, the capitol of both."

digi.lit will feature representatives from: Amazon: Goodreads and Audible; Scribd; Untreed Reads; BiblioCrunch; Smashwords; StoryMade; Twitter; Medium; Shebooks; The Bold Italic and more.

Keynote Speaker: Miral Sattar of BiblioCrunch

Authors & Writers Include:

- Michelle Richmond
- Holly Payne
- Eli Horowitz
- Rudy Rucker
- Shirin Bridges
- Michael Goldberg
- Susie Bright
- Evette Davis

Tracks Include:

- Digi.me: Is Digital Publishing the Best Option for Me?
- Do You Read Me? Author Branding & Marketing
- Building a Book
- The Cost of DIY
- Reinventing Your Career in the Digital Age
- eQuality: Finding eBooks Worth Your Time
- Who Owns My Stuff? The Rights Wars
- New, Now, and Next
- The Changing Ways We Read
- Beyond the Book: Other Opportunities in the Digital Realm

There will be a closing wine reception

Full Schedule Can Be Found [HERE](#)

What: digi.lit - Litquake's Digital Publishing Conference

Where: University of California Hastings College of Law, 200 McAllister Street

When: Saturday, June 21, 2014

Begins: 8:30 AM

Duration: Conference tracks begin at 8:30 and run until 5:15, with a reception to follow

Cost: \$225; Admission includes lunch, coffee and wine reception

Registration: <http://www.litquake.org/digilit>

Note: Some special discounts are available email info@litquake.org for more details or apply.

About Litquake

Litquake, San Francisco's annual literary festival, was founded by Bay Area writers in order to put on a week-long literary spectacle for book lovers, complete with cutting-edge panels, unique cross-media events, and hundreds of readings. Since its founding in 1999, the festival has presented more than 5,350 author appearances for an audience of over 115,000 in its lively and inclusive celebration of San Francisco's thriving contemporary literary scene. Litquake seeks to foster interest in literature, perpetuate a sense of literary community, and provide a vibrant forum for Bay Area writing as a complement to the city's music, film, and cultural festivals. 2014

Dates: 10/10-18. www.litquake.org

Litquake is made possible in part due to the support of the following sponsors: The Miner Anderson Family Foundation, San Francisco Arts Commission, San Francisco Grants for the Arts, Goethe-Institut San Francisco, Consulate General of France in San Francisco, Pante Rhea Foundation, Black Balloon Publishing, Chronicle Books, HarperOne, The UC Berkeley Extension Writing Program, SF Travel, The Consulate-General of Mexico in San Francisco, The Book Club of California, and The Hotel Rex. Media Sponsors: 7x7 magazine, KQED, KALW 91.7, The San Francisco Bay Guardian, The Bold Italic and Johnny Funcheap. Media Partners: KPOO 89.5 and BARTab

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