



The American Studies Leipzig/Picador Summer 2014 Internship

Former Picador Professor Shannon Cain seeks a marketing and public relations intern for the anthology *Roadside Curiosities: Stories About American Pop Culture*. The book, forthcoming in July 2014 from the Leipzig University Press, originated as a project in a Picador class at the Institute for American Studies. It collects twenty short stories about popular culture and modern life by celebrated US authors, including Alice Elliot Dark, Robin Black, Jennine Capo Crucet, Lucy Corin, Anthony Doerr, Alma Garcia, Alan Heathcock, Caitlin Horrocks, Matt Bell, Michael Martone and Lydia Millet.

This is an unpaid, 12-week summer internship that begins June 1 and ends August 31, for 10 to 12 hours per week. Current MFA students are especially encouraged to apply. We will work with your program to ensure course credit where applicable.

The marketing and publicity intern for *Roadside Curiosities* will:

- Collaboratively develop a marketing & publicity work plan and schedule
- Research appropriate book reviewers and literary/pop culture bloggers
- Draft press release
- Assemble publicity kit
- Send PR kit and electronic advance review copies to reviewers
- Set up NetGalley account
- Coordinate anthology authors to publicize the book within their social media and professional circles;
- Manage the book's online presence, including Goodreads, Facebook, Twitter and other social media networks;
- Manage Amazon page; establish and manage indie sales sites such as Powells.com.
- Draft course adoption publicity packet, including a curriculum guide; reach out to networks of professors in creative writing, American contemporary literature and pop culture studies for their fall syllabi planning.
- Follow up with book reviewers.
- Track and document all online publicity received and pending
- Reach out to public and university library acquisitions departments
- Coordinate shipping of contributors' copies to anthology authors
- Support authors as they hold readings on their campuses and in local bookstores
- Organize virtual author events, such as podcasts
- Dream up new and creative ways to publicize the book
- Write a final PR & marketing report for all interested stakeholders

Candidates should send a CV and cover letter to Shannon Cain (shannoncain@mac.com) by May 28, 2014.