

## STC Program

<b>Topic</b>	<b>Print on Demand—Strategies for Short Press Runs of Seminar Materials to Full-Length Books</b>
<b>Recommended Text</b>	<b><i>Publishing for Small Press Runs—How to Print and Market from 20 to 200 Copies of Your Book</i> (Chatgris Press, ISBN 0-9658380-8-0. Available from <a href="http://www.ChatgrisPress.com">www.ChatgrisPress.com</a>.)</b>
<b>Upcoming Text</b>	<b><i>On Demand Publishing—Strategies for Printing on Demand, Point of Purchase Book Manufacturing, and Publishing Electronically</i></b>
<b>Speaker</b>	<b>Gary Michael Smith</b>

“POD is a danger to writers because it reinforces the myth that *production* is the same as *publication*.” This quote is from a respected book marketer and author in describing one of the hazards inherent in print of demand (POD). This session presents a revealing analysis on how this technology is blurring the distinction between “publishing” and “printing,” which allows anyone with a manuscript and some money to produce a book.

With the widespread use of digital printing technology, materials from seminar handouts to full-length books are available within minutes. This session provides a candid examination of printing short pressrun products using the latest digital equipment such as digital offset presses for color book covers to digital scanning photoreproduction machines for black and white text blocks.

Options for printing books by self service vendors such as Lightning Source and Replica Books using Xerox and IBM equipment are discussed as is the availability of full service e-presses such as iUniverse, Xlibris, and 1stBooks.

The newest innovation also is unveiled: the point of purchase book manufacturing machine and its three inventors of the various models currently in existence.

Important comparisons are made for using offset printing versus print on demand, and the strengths and weaknesses of both are

considered. Attendees will learn when best to use POD and when traditional offset printing is more appropriate, and why.

**About the Presenter:** Gary Michael Smith is a senior member of STC and has 15 years of experience as a technical writer. He is a senior documentation/publications specialist at the Research and Technology Park’s Information Technology Center in New Orleans.

Smith has written extensively on the topic of print on demand and small pressrun publishing. Three of his articles have appeared in international periodicals from STC’s own *Intercom* to the publishing journal *ForeWord* and the editor’s publication *The Editorial Eye*.

He has published six books by using short pressrun processes under his imprint Chatgris Press. His latest book is on the topic of print on demand for mainstream publishers and currently is being reviewed by a commercial publisher.

Smith teaches three courses at the University of New Orleans: Publishing for Short Pressruns, Basic Writing Skills, and Resume Writing for the Professional. For information on his books and other services, see his site at [www.ChatgrisPress.com](http://www.ChatgrisPress.com) or contact him directly at [ChatgrisPress@ChatgrisPress.com](mailto:ChatgrisPress@ChatgrisPress.com).