



BlazeVOX [books]

## BlazeVOX [books] Author information kit!

This is a guide to everything BlazeVOX! Please give this a read through and it will answer a lot of questions you may have. But this is only a guide, and your concerns are important to me and to the production of your book. Our goal is to make this an easy and fun process. This is our way, as writers, to demonstrate our art. A painter's process is complete once the painting is dry; it is ready to go to a collector or gallery at any point. But a writer must have a book in hand to be seen as a writer and the work to be viewed in its finished form. It is a real pleasure to be able to expedite this for you

It is also very important for you to promote your book. This is the best way to promote you and your art. You can be a self-promoter without guilt as a book is the very reason to promote yourself and the book. Please try to set up readings, reviews and blog listing. Even a shout out on Facebook is great! So let everyone know and be sure to place a book in everyone's hand! This leads to your audience development and the strong possibility of your next work being published. Be sure to give out your book. Poetry and innovative fiction is at its very core a gift culture. Please give your book out to friends and colleagues! So hurray and congratulations!

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<http://www.blazevox.org>

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## BlazeVOX [books] Mission Statement

BlazeVOX [books] presents innovative fictions and wide ranging fields of contemporary poetry. Our books push at the frontiers of what is possible with our innovative poetry, fiction and select non-fiction and literary criticism. Our fundamental mission is to disseminate poetry, through print and digital media, both within academic spheres and to society at large.

We seek to publish the innovative works of the greatest minds writing poetry today, from the most respected senior poets to extraordinarily promising young writers. We select for publication only the highest quality of writing on all levels regardless of commercial viability. Our outlets of publication strive to enrich cultural and intellectual life, and foster regional pride and accomplishments.

BlazeVOX [books] consciously acquires a collection of titles providing focus, continuity, and a basis for the development of future publications. Through the publication of works of significance, BlazeVOX [books] is committed to the dissemination of knowledge.

*We seek to foster an atmosphere of acceptance in a world of rejection.*

## History of the Press

BlazeVOX [books] started off in 2000 with the online journal, BlazeVOX by Geoffrey Gatz. Now in our tenth year of operation we have published 250 books and over 1000 writers in our online journal and outlets. Our family of fine writers includes Bill Berkson, Anne Waldman, Evan Lavender Smith, Lee Ann Brown, Tom Clark, Ray Federman and Gloria Frym and many, many more.

The name of the press comes from Geoffrey's orange tabby cat Blaze. She is the same age as the press and is invaluable to the day-to-day operation of the organization.

# Production of POD Book Publishing

## Getting Started:

The goal of this is to work within an environment that is most natural to the way you created these writings.

## In a nutshell:

In a nutshell, I will format your work into a Microsoft Word document file that we will pass between one another. I will print this into a high quality Adobe PDF. The final PDF will be what is sent to the printers. When a printed proof is ready, normally within 10 days, I'll mail you a proof copy to either edit or approve. Once you approve the book, we will release the book at any time you wish, even that day.

## Copyrights

All the rights to this work are yours! You have copyright on these writings – they are yours! We have a one-time publication right for this book. You can, of course, take your work to anyplace you want to have them republished in any way you see fit. You do not have to ask my permission for anything. I am sure you know this, but I want to stress that our goal is to promote great poetry! Hurray!

Check out the author resources page at  
<http://www.blazevox.org/index.php/author-resources/>

## Timeline

Hurray! I want to stress that we are at the beginning of a very fun process and we have all the time in the world to finish. In other words, there is no real set timeline except the one that you feel comfortable with. So there is no hurry, or rush. I want to work with you and get the best book out there!

But in tangible terms, it takes a about 3 months to make the book and have a copy in hand. Most of this spent time is getting blurbs. Not the actual solicitation of them but the writing of them by the blurber. So in this time we will work back and forth setting and correcting the text. I will return your work to you within a few days when it arrives in my inbox and send back to you. You are under no obligation to send it back within any time frame. Life happens and when it calls, you should answer :-)

## Communication

In most cases we will communicate by email. But should you need to call, please do. My partner Donna will tell you that I am not a phone person, but I will always pick up or return your call! The number is 716-873-5454

Should you like to Skype or other video chat that too is fine. Send an email and we'll set up a face-to-face meeting. But mostly all of our communications can be handled through email.

## Microsoft Word

We use Word as our main text editing software. We can do everything with this program that one can do in InDesign, plus it is easy to give back to an author to make direct edits. Everyone knows how to use Word, and if you wrote it in Word it is easy to complete the cycle of edits in a native environment one is comfortable with. This can also be completed in whatever word processing program that you feel most comfortable with. So if you are working in AppleWorks or Google Docs, we'll pass back and forth an RTF (Rich Text File.)

You will not need to set up review comments or send me the changes you make in an email; that is, unless you wish to. All of the changes made are recorded in the file and I will be able to know what and how it was changed. By all means, make as many changes that you wish to make and send as many proofs as you wish to make! This is all part of the process and our goal is to publish what you envision as the proper version of your book.

## Can I Set up my own book?

Yes you can do this, but please make sure that this is not your first attempt at book design. It will be an awful experience and no one wants to live with a poorly designed book :-)

## ISBN and LOC Numbers

Your book will be assigned a unique ISBN number with matching bar code. A Library of Congress number will also be assigned to your book. This information will appear on the copyright page.

## Table of Contents

The Table of Contents is a tricky element in the book. I will set up an active table that is live updating. This means that it will point directly to the title of the section it refers to. It will

link up directly to the line of text in that header. This is a bit more complicated a task to do, so **I will take care of editing this section** making sure this correct. Please do have a good glance over it and if anything is missing or in error in some other way, please let me know and I'll happily fix it.

## Images in books:

Your book can have any image in it that you want. This can be anything from an author photo to black and white images on every page. I recommend that you choose digital images of very high resolution, at a minimum of 300 dpi. This way it will print properly. You will need to have specific permission to use any image that will go into the book. IN other words, we cannot just grab an image off of a blog and add it into your book. But if you ask for **permission** to use it, in most cases it is granted for free on the promise of placing an acknowledgment in the copyright page.

We can have **color images** in your book! BUT this means that the whole book will have to be in color. This is fine to do and it is very easy to make happen. However this will dramatically affect the price of the book. The wholesale price of a 100 page book will be about \$10 per copy – your cost. The book would have to be sold for \$20 to \$22. But if this is not a problem for you, it is not a problem for me either.

So please consider having your images printed in Black and White ☺ It'll come out beautifully, and the cost of the book will remain at around \$3 for a 100-page book.

## Paper color:

We have the choice for white or cream colored paper. I'll normally select the cream color as this paper holds the ink just a bit better than the white paper. But should you wish, I'll happily set the paper to white.

## 100 pages for spine Text

We can print any book of any page count but we categorize them in two separate categories, Chapbooks and Books. Texts with a page count of fewer than 100 pages are considered chapbooks and cannot have spine text printed on the spine. The reason for this is that the printing machine cannot make a consistent product and have the text align properly. As a side note, our printers once placed spine text on all of our books. But after a lot of returns they decided to stop this practice, much to my dismay.

This is of course no real matter but is something to consider. Should you have your heart set on spine text and the book page count is below 100 pages, we have several options to choose from. We can add poems that you currently have or I can add some more spacing or even change the book size. Also, we could add in some images, like woodcuts drawings or the other images of art. I can make that option very cool! So we have a plan that we can put into action immediately should you need.

## Book sizes

Our book sizes can be of any size you want. We can print from 4 x 6 inches all the way to 8 x 10.5 inches. So the range is very open to individuality and creativity.

Our books have ranged in these sizes:

5 x 7  
5.5 x 8  
5.5 x 8.5  
6 x 9  
7 x 9  
7.5 x 9.25 – our signature book size  
8 x 10

Be sure to look at the **Appendix**  
And see the book sizes in their actual size.

So if you have an idea of a book size, please let me know and I'll happily set it. To understand the book sizes and how you want your book to come out, have a look at your own library. Take out a ruler and measure a book that appeals to you and we'll make that size.

Our signature size is 7.5 x 9.25 and it is a very nice looking book. It is open and give the poem a lot of white space to operate in. This has similar dimension as an 8.5 x 11 and works well for many kinds of poems. However, this comes from my antipathy towards the 6 x 9 poetry book. It is a fine size for a book, but is it the very normal idea of what a book of poetry should look like, and very far removed from how one considers their poems while composing. That said, I am not against the book size and we have published many fine book in this size! So we have an open playing field to work within, so please feel free to think about your book in terms of size.

## Fonts

A font is the typographic term for the shape and size of a family of typefaces. You use them all the time on your computer and you see them every day as they are the shape of the word.

For a really good explanation of what a font is, what it is and it's history, here is a link to a Wikipedia entry on fonts. <http://en.wikipedia.org/wiki/Font>

The font choice is the most intimate decision one makes for their work. It is how one sees and perceives your work. Normally our house font is Deutch Garamond. We use this as it looks and prints very nicely for both poetry and prose. The shape has a very distinct character that is playful, but at the same time serious. But this is something that I may get wrong for your work. I have a nice section that shows some fonts in perspective, so you can see how the eye perceives how the same piece of text appears in a different typeface.

## Installing a font to your computer:

This will be the most difficult part of this whole process. BUT it is really, really simple. This is something you physically must do, it won't just happen on the computer. But no worries, this is all very easy to do. You will simply save the font file to your desktop and click on it and it will install to your font folder.

I will attach the font to an email with your first round of proofs. You can drag and drop this file to your desktop. Once it is there, simply double click on the file and it should begin to install itself. I recommend that you quit your Word program and reopen it. The font should appear in the Format window.

Just in case you do not know how to install the font, here is a great deal of information on this:

How To Install Fonts on a **Macintosh**

[http://desktoppub.about.com/cs/fixfonts/ht/install\\_fonts\\_m.htm](http://desktoppub.about.com/cs/fixfonts/ht/install_fonts_m.htm)

How To Install TrueType or OpenType Fonts in **Windows**

[http://desktoppub.about.com/cs/fixfonts/ht/install\\_fonts\\_w.htm](http://desktoppub.about.com/cs/fixfonts/ht/install_fonts_w.htm)

Give this a shot and see how it goes :-)

## To be sure it is correct!

You will know instantly if you have this right. Check the PDF and the Word document and if they look exactly the same then you are good to go and the font is installed properly.

IF the Word doc and the PDF are off, you will notice that the Word looks jangly and the poems look like I sent you a spam email. The reason for this is because, when you open up the document it will go to a default font like Times New Roman or Currier and it will look very odd – and make you wonder what I am thinking when I see your poems :-)

If all else fails and you just cannot get the font to install, before frustration sets in, email me and I'll make it all better! I promise :-)

## Fonts in Perspective:

Below are several versions of a slip from Keat's *Lamia*. They are all in 12 point font but the type of font has changed. Have a look and see how you envision your book with these fonts. Normally our house font is Deutch Garamond. We use this as it looks and prints very nicely. But should you hate this, that's fine. I have 2000 fonts on my computer. So have a look at the below examples. And if nothing here gets you excited, have a look at [www.fonts.com](http://www.fonts.com) and look through there. I might have that exact font, or at least have something that will be a very close match.

Examples of 11 fonts:

### Deutch Garamond SSi

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

—John Keats, *Lamia*

### Garamond

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

—John Keats, *Lamia*

### Baskerville SSi

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

—John Keats, *Lamia*

## Florentine Garamond SSI

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

—John Keats, *Lamia*

## Expo Book SSI Book

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

—John Keats, *Lamia*

## Didot

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

John Keats, *Lamia*

## Ensemble SSI

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

—John Keats, *Lamia*

## Myungjo

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

—John Keats, *Lamia*

## Franklin Gothic SSi Book

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

—John Keats, *Lamia*

## Helvetica Neue

...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.

—John Keats, *Lamia*

## Scala-Italic

*...Do not all charms fly  
At the mere touch of cold philosophy?  
There was an awful rainbow once in heaven:  
We know her woof, her texture; she is given  
In the dull catalogue of common things.*

*—John Keats, *Lamia**

## Cover Photography and Art

Our book covers come from two sources, my photos or artwork obtained by the author. We had a big scare early on concerning covers, copyrights and freewheeling artists. Once that was sorted out I decided that I would have to get good at the camera, and if you see me you'll probably see me snapping away. There is always a new talent hiding away in the body that is only discovered by need. I needed to have a lot of artsy photos and with the ease and quality of digital cameras that has come about since our inception; it has been an easy transition to photographer.

Covers are your choice entirely. You can have any image you want. I will design the whole thing – we just need an image for you to choose from. I have 500 images that we own at

<http://www.blazevox.org/Cover2010/>  
<http://www.geoffreygatz.com/Covers>

I have designed about 90% of the book covers for BlazeVOX [books] and have 25 books from other presses with covers that I have designed. So this will be an easy process. If you find an image or have an artist's work in mind, or your own work please send it to me. I recommend that you choose digital images of very high resolution, at a minimum of 300 dpi. This way it will print properly. You will need to have specific permission to use any image that will go into the book. IN other words, we cannot just grab an image off of a blog and add it into your book. But if you ask for **permission** to use it, in most cases it is granted for free on the promise of placing an acknowledgment in the copyright page.

## Cover design

We use Photoshop to make our covers. I find it a versatile program that can handle just about anything I can throw at it. As with the cover photography, I had to become a graphic designer. I had a lot of design skills that transferred over from my culinary background; so color theory, setting, context and so forth was already instilled within me. I learned a lot at my college and how to make graphics while learning web design.

## Blurbs

About blurbs. Generally the author asks for the blurb but if you want me to ask anyone I'd be happy to do so. We have a full list of authors who are listing in our catalog, so be sure to think of them as resources. But ask someone who is close to you and knows your writing so you can get something that speaks to the book that will interest a potential reader. Also you if you can rope them into a blurb you might want to go for the full boat and ask them to write a review and excerpt from that review for the back cover. This way you have a review ready to go at publication and we could send to one of several places for reviews, like on the list on the author resources page at <http://www.blazevox.org/author.htm>

Generally the time frame for a blurb is 3 months. This gives people a chance to read the book and contemplate writing a small paragraph on the work. It is a very difficult process, as it is such a small space to not only say great things about the book, but craft it in a way that doesn't sound like the Sham-wow guy selling your book in ways that it should not. So three months is the key, and mostly the blurbs come in much quicker than that. This is only mental space for the blurber to work without pressure. But should you need more time that too is fine :-)

## Final Proofs

Once we have all the items set for the cover I'll begin the upload process. I'll upload the files to the printer and it will take about 10 days to go through. Once it is ready I'll mail you a printed proof copy. If it AOK, we'll go live and set a release date that fits your schedule. Please go through this and if there is anything that needs fixing up please let me know and we'll make it right. This will have to be uploaded one more time and go through the printers one more time :-)

In the meantime, I'll make up your webpage and set up your catalog listing. The Amazon.com page will be set up about 1 week after the book becomes print ready and once it is set, I'll add that link to your webpage :-)

<http://www.blazevox.org/index.php/Shop/>

## Edits after a final proof

It is very difficult to make edits after you OK a final book. But we can of course work things out at any point, but it is not going to be easy or inexpensive. So please do have a really good look over your final proof. Take a week to let the initial excitement wear off a bit and then with clear editor eyes look over the book, touch each page and put your eye on every word. This is hard to do as you wrote it; it is hard to see it as a new reader. So give yourself some time and purpose yourself to making sure that this is how you want the text to look and it is error free. But misprints do happen and you can forgive yourself easily, and I have developed a motto, all misprints found are yours to keep.

## Ordering your books wholesale

When the book is print ready and you are satisfied that the book is ready to out in the world. If you want to go ahead, you can order as many as you want :-) This means you can order 1 or 10,000 copies. You can order more at any time you wish. This is nice, as you will not have to tie up a lot of money into books. I will also send to any address you might want, this is useful to international authors to save on shipping costs.

TO ORDER:

You can place the money in my paypal account at

<http://www.blazevox.org/index.php/author-resources/author-books-orders/>

Also please add \$10 for shipping (\$20 for large orders of 100 or more) [NY, CA, WA, PA please add state sales taxes]

Check out the author resources page at

<http://www.blazevox.org/index.php/author-resources/>

We have a lot of materials there, like a marketing kit with addresses of 150 reviewers!

## Royalties

The POD book is for sale and on the Amazon page sales you get 10% royalties. We pay this after your have reached 50 books sold. These don't sell well at all, so be prepared for that. Mostly the sales come from the point of the author. You buy your copies from Booksurge at wholesale cost, a 100-page book costs about \$3.50. You sell them and keep the profits on those. So this way you are an independent sales agent on these sales. Also SPD is available for sales as well, the books sell well there so that is nice. And same with those, you make the purchase for the books and you get the money after their distribution fees. But in the end it's all a gift culture and you end up giving away a lot of books. And that is the way it goes. Hurray!

## Distributions:

### **Amazon.com**

Our books are made by a subsidiary company of Amazon so we have our books directly marketed through Amazon.

Your book will be listed in all of Amazon's sales outlets like Target, Barnes & Noble online store, K-Mart, Walmart and so on. This is great as your book is really out there!

One downside is that Amazon is closer a relation to the Matrix than a normal office setting. So making changes to the page is very difficult to make edits on. There is no real HTML formatting available to us. The page is a very basic setting and is mainly set up for sales. This is the reason we have a stylized page on the BlazeVOX [books] webpage.

**BlazeVOX [books]** Website : <http://www.blazevox.org> |

Our online catalog <http://www.blazevox.org/index.php/Shop/>

## Small Press Distribution

Poetry, Fiction, Literary Nonfiction <http://www.spdbooks.org/>

### About SPD

Small Press Distribution is a non-profit literary arts organization located in Berkeley, California. Their mission is to connect readers with writers by providing access to independently published literature.

SPD allows essential but underrepresented literary communities to participate fully in the marketplace and in the culture at large through book distribution, information services, and public advocacy programs. SPD nurtures an environment in which the literary arts are valued and sustained. Founded in 1969, SPD is currently the only distributor in the country dedicated exclusively to independently published literature.

For more SPD history [click here for the SPD Fact Sheet](#).

Small Press Distribution  
1341 Seventh Street  
Berkeley, CA 94710  
510-524-1668 x308

<http://www.spdbooks.org>

### How to set up distribution at Small Press Distribution.

You do not have to have your books in SPD if you do not want them there :-)

The cost will be \$20 fee to set up a listing for the book, and send 25 copies of the text to their warehouse in Berkley, CA. They have standing orders for the books, so the first set should sell immediately on arrival to SPD. This will pay for the next batch, so it is a winning arrangement if you think of it in these terms. This is truly the kick we need to sell books in our crowd. They also advertise and push the books they have in their system so it is a great thing, and the only real game in town, as I have been told. This will also make it easier for schools, libraries and school stores

I will send them a cover image and book and blurb information and a biography. Should you wish to update any of this information please zip it to me in an email and I'll place it on the webpage and on the SPD form.

To do this simply send me an email and we'll order books and send them to SPD in the same way if I was to order books for you and mail them to your house. Go to the author copy order page and click on the PayPal link and send the money to me and I'll place the order. I'll send you a receipt immediately.

The cost for this is [\$20 + book price x 25 + shipping cost & state tax of \$15]

<http://www.blazevox.org/authorcopy.htm>

SPD will pay you 50% of the net, with "net" meaning the amount we collect for the sale of the book. This money is paid to me and then I redistribute this back to you.

I know there are a lot of questions on this and I'm here to answer them :-). As I say this is not required or even necessary, but it will do a lot to promote your fine work through an organization friendly to poetry and small presses.

## Promotions

### **Social Networks:**

It is difficult to keep up with social networks and how to promote ideas to our audience. We use email, email groups, our website and our blog as our main source of communication. We also have a Twitter page, Facebook, Good reads, YouTube and so on. We have come a long way from MySpace, which was cool only a few years ago.

Blog: <http://www.blazevox.org/index.php/blog/>

Twitter page: <http://twitter.com/geoffreygatza>

Facebook page: <http://www.facebook.com/geoffrey.gatza>

### **Advertisements:**

We have only just started to advertize in paper journals. We can also have print ads for books, which I will design gratis if the author will pay for the ad space. I do not believe that a printed ad generates any more sales than our normal sales channels provide.

### **Newsletter:**

We now have a monthly newsletter style email that goes out to 1600 people. This is run through an email company Constant Contact. They provide all the tools needed to keep email address, add subscribers, easy opt out for subscribers and has helped increase book sales. It is worth the month cost for the service.

Sign up for our newsletter here: <http://www.blazevox.org/index.php/author-resources/sign-up-for-our-newsletter/>

List of a lot of relevant reviewers in useable form :-)

Michelle Taransky  
Reviews Editor, Jacket2  
Kelly Writers House  
3805 Locust Walk  
Philadelphia PA 19104

Attn: Sarah Kosch  
The Iowa Review  
308 EPB  
Iowa City, IA 52242  
(319) 335-0462  
iowareview.org

Indiana Review  
Indiana University  
Ballantine Hall 465  
1020 E. Kirkwood Ave.  
Bloomington, Indiana 47405-7103  
United States

Adam Fieled  
2215 Arch Street  
#408  
Philadelphia, Pennsylvania 19103  
United States

Gabriel Winslow-Yost  
New York Review of Books  
435 Hudson St., suite 300  
New York, New York 10014  
United States

Anne Waldman  
47 Macdogual St  
New York, New York 10012  
United States

Bill Berkson  
25 Grand View Avenue  
San Francisco, California 94114  
United States

John Latta  
1435 Westfield Ave.  
Ann Arbor, Michigan 48103  
United States

Peter Money  
c/o Harbor Mountain Press  
P.O. Box 519  
Brownsville, Vermont 05037  
United States

Jeffrey Cyphers Wright  
PO Box 1215  
Cooper Station  
New York, New York 10276  
United States

Amy King  
178 Woodhull Road  
Huntington, New York 11743  
United States

William Allegrezza  
1151 E 56th #2  
chicago, Illinois 60637  
United States

Eric Lorberer, Editor  
Rain Taxi Review of Books  
PO Box 3840  
Minneapolis, Minnesota 55403  
United States

Ron Silliman  
262 Orchard Road  
Paoli, Pennsylvania 19301

Gerald Locklin  
2835 Albury Avenue  
Long Beach, California 90815-1302  
United States

Tom Clark  
1740 Marin Ave.  
Berkeley, California 94707  
United States

David C. Felts  
American Book Review  
University of Houston Victoria School of Arts and Sciences  
30007 N. Ben Wilson  
Victoria, TX 77901

Jonathan Cott  
BlazeVOX Books  
247 East 33rd Street  
New York, NY 10016

Ray DiPalma  
301 West 108th street #6-B  
NY. NY 10025

Kent Johnson  
1147 W. Lincoln Blvd.  
Freeport, IL 61032

Eileen Tabios  
256 No. Fork Crystal Springs Rd.  
St. Helena, CA 94574

Karl Saffran  
900 S. 5th St  
Ste. 400  
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We have a lot of materials there,  
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