

Learn "How to Land a Valuable Review", from Stanford Press and "San Francisco Chronicle" Reviewer, Dr. [Marthine Sattris](#).

Press Release Written by Barbara Kirbach, PWR Publicity Board Member

What do editors look for when considering a book to review? What's a turn on? A turn off? Dr. Marthine Sattris, an associate editor at Stanford University Press and reviewer of contemporary fiction and poetry for the "San Francisco Chronicle," will address these questions at the August 6, 2016 meeting, from 10:00 am to noon, in the Fairway Room at Creekside, Rossmoor.



According to PWR Program Chairperson, Ron Wren, good reviews are essential to the overall marketing of books - especially for those who are independent or self-published authors. "I have asked Marthine to discuss the process of how writers and reviewers get together," Wren said. "Do you send a book or an outline in cold to a reviewer? Do you ask for a personal meeting? How far out from publication? Are there any biases against self-published books?"

Wren has also asked Sattris if there is a hierarchy among reviewers. Should any one reviewer be given first or exclusive privileges over other reviewers? What about the practice of sending out simultaneous pitches to several reviewers?

Sattris is also a contributing editor of "Golden Handcuffs Review." She wrote her doctoral dissertation at UC Santa Barbara on

contemporary Irish poetry. Aside from the "Chronicle," and the Stanford University Press, she reviews contemporary fiction and poetry for "The Women's Review of Books," "The Millions," "The Rumpus" and other outlets.

All of the books Dr. Satris has acquired and edited have won Forewords' INDEFAB Prize and the Sarton Women's Book Award.

In addition, she has taught writing at UC Santa Barbara, UC Berkeley and the University of San Francisco.

She will also discuss university presses, which is an area of publishing with which many self-publishing authors may be unfamiliar.

"While most books that university presses publish are scholarly, there are many books of fiction and memoir as well as poetry that are published by university presses," Dr. Satris said.

PWR President, Duke Robinson, said that all Rossmoor residents and non-residents from the Bay area interested in book publishing and promotion are invited to attend.

For more program information contact Ron Wren by e-mail, [ronwren@aol.com](mailto:ronwren@aol.com).