Missing the Mark:

Last June, Print: A Bookstore had the pleasure of hosting Abdi Nor Iftin for his memoir, CALL ME AMERICAN about his life in Somalia and his experiences immigrating to my home state of Maine. As a resident of Portland, we were confident we’d get a huge crowd for Abdi and in the week leading up to the event we fielded dozens of phone calls about tickets, reservations, parking, could one of his best friends bring a cake?! There is no better feeling as a bookstore’s events coordinator than when you KNOW an event is going to be a hit. You can relax, right? You don’t need to worry about audience numbers or sales; you’ve hit this one out of the park a week ahead the event. Phew! You can shift your worry to other things!

The night of the event arrives, and I am beyond excited. I’ve written a great introduction, and the seats start to fill early. But, as I approach the podium at the given hour, I feel the blood drain from my face. Book sales are going great, the event is standing room only, but as I look out at the audience, I realize where we’ve failed. The audience is 95% white.

I saw our mistake immediately. We’d failed to advertise the event correctly. Why didn’t we reach out to the Greater Portland Immigrant Welcome Center or some of the city’s places of worship? Why didn’t we walk flyers down to the Boys and Girls Club right down the street or drop them off at the community college near my house? Why didn’t we ask Abdi for his help in reaching out to his friends and community members, which would have introduced them to Print? Gahhhhh!!!!!

You might think “but Maine is predominately white, what do you expect?” Yes, Maine is one of the whitest states in the nation, but PORTLAND is actually pretty diverse. We should have done (and still need to do) a lot more work to make sure the events we host at Print: A Bookstore are inclusive, and that the audience we reach out to reflects those who actually live here.

Print hosts about 100 events a year. It’s really easy to get complacent and fall into the trap of thinking certain events are going to be guaranteed successes - regardless of what you do - and focus your attention on those events that need more “care.” After all, there are only so many
focus your attention on those events that need more “care.” After all, there are only so many hours in the day and publishers want to see the numbers. Just about every follow-up email I’ve received from a publicist after an event asks the following two questions and little else: how many people attended and how many books did you sell? Event grids: show us how many people you can get and how many books you can sell. I get it, I do. Publishing and bookselling can’t exist unless you’re SELLING the books and lord knows we need to sell the books to stay alive. The problem with focusing solely on the numbers is that you can sometimes miss out on amazing opportunities and forget to concentrate on your goals and ideals. In the other words, we often talk the talk, but forget to walk the walk.

This, to me, was a very clear example of why each and every event needs specific direct attention. It’s not always about the numbers; it’s about the community you claim to serve and we could have done better.

The New England Independent Booksellers Association is seeking a creative and organized Marketing Coordinator. Reporting to the Executive Director, the role requires a proactive self-starter who is able to multitask and manage multiple projects on deadline. Duties include: working with publishers on NEIBA’s store-facing marketing programs; managing the organization’s social media feeds and website; working collaboratively with the Executive Director on the day-to-day administration of the organization and the planning and execution of member-facing events (including NEIBA’s signature Fall Conference).

Based in metro Boston (with the option to work remotely), this full-time position’s specific responsibilities include, but are not limited to:

- NEIBA Fall Conference logistics, including award and scholarship submissions
- Administration of NEIBA’s online advertising programs
- Executing plans for educational programs and other NEIBA events
- Handling store-facing communication for key NEIBA initiatives such as the Holiday Catalog

Please apply if you meet the following minimum requirements:

- 3 years of experience in a bookselling or publishing environment
- Strong written and verbal communication skills
- Excellent organizational skills and attention to detail
- Ability to manage multiple projects simultaneously and set priorities
- Technological proficiency, knowledge of basic HTML a plus

Please email cover letter, resume, and references to the NEIBA Executive Director, Beth Ineson—beth@neba.org.

All About the Books and ABA Spring Forum

April 4, 2019
First Parish
3 Church Street, Harvard Square, Cambridge, MA
NECBA Meeting
May 2, 2019
Candlewick Press, Somerville MA

How are books made and how can we handsell them? Join NECBA at Candlewick HQ on May 2nd! Candlewick will present a morning intensive on how books are made, from start to finish. After a lunch break, NECBA will discuss overcoming handselling biases in a conversation led by the Windows & Mirrors team. Send your frontline booksellers or anybody interested in how books are made and sold.

DETAILS

April Indie Playlist

Independent presses 7 Stories, Catapult and Europa Editions have created Indie Playlists of prize-winning titles and quick-reads for the April promotion to independent bookstores. These titles are supported with special terms for independent bookstores. (Click on each playlist for details.) It also comes with a $500 display contest, split between the bookseller who creates the display and the store.

Submit your display photo to naibaeileen@gmail.com before April 30.

April Indie Playlist
April Indie Playlist - Quick Reads

Help Wanted

Northshire Bookstore, Manchester Center, VT, is seeking booksellers – both adult and kids. The ideal applicants will have a love for books and an ability to share their enthusiasm with our customers. Qualifications include joy, book knowledge, experience in retail, familiarity with computers, flexibility and reliability. Come join the Northshire family! Please submit an application online at www.northshire.com

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Events and Outreach Assistant
Position: Full-Time

Join the unique MIT Press/MIT Press Bookstore team—coordinate the MIT Press Bookstore’s community outreach and marketing efforts, including planning, promoting, and executing the authors@mit lecture series. (Note that the designation “assistant” is an official MIT title, but the person in this position really owns the bookstore’s events and outreach, under the supervision of the bookstore manager, and in collaboration with press colleagues.) Responsibilities include: overseeing fourteen authors@mit events per term and growing attendance, working with bookstore management and other Press departments to identify candidates for the series, and communicating with authors and other community groups to develop the schedule; maintaining a sales presence at additional events; identifying/developing opportunities to co-sponsor events; producing event marketing materials, executing promotional plans, handling logistics, coordinating RSVPs and ticket/book sales, and completing post-event reporting; working with the bookstore management to develop and implement a promotional marketing plan; and with a development associate on an outreach strategy to elevate the profile and build awareness of the bookstore; assisting with the promotion of the bookstore’s Espresso Book Machine program; and performing a variety of other duties, e.g., newsletter production, social media and website maintenance, etc.

Job Requirements
REQUIRED: high school diploma or its equivalent; three years’ related experience; excellent interpersonal and verbal and written communication skills; experience collaborating with a team; attention to detail; initiative; comfort with public speaking; experience with event production, A/V systems, and social media platforms (e.g. Facebook, Twitter, Instagram); and familiarity with WordPress, MailChimp, Eventbrite, InDesign, Photoshop, PowerPoint, Word, and Excel. Must be able to juggle multiple projects, remain flexible despite shifting priorities, work independently, build/leverage relationships, and lift boxes weighing up to 40 lbs. Retail or bookselling experience preferred. Secondary education and a background in a literary/scholarly/arts/nonprofit setting beneficial. An interest in scholarly or nonfiction publishing and familiarity with MIT and MIT Press publications helpful.

Must be available for evening and weekend work.

Visit the MIT Press site for job description and the link to MIT’s online portal (Job #17206-5)

NEIBA Book Alert

In the Book Alert that went out this morning the ISBN for At Home: Historic Houses of Eastern Massachusetts was for the hardcover and should have been for the paperback. The correct ISBN is 9781625344199.

Complete List of Titles

NEIBA Best Sellers
for the week ended Sunday March 17, 2019
Based on reporting from the independent booksellers of NEIBA and IndieBound

### HARDCOVER FICTION

1. Where the Crawdads Sing  
   Delia Owens, Putnam, $26, 9780735219090  
2. Unto Us a Son Is Given  
   Donna Leon, Atlantic Monthly Press, $26, 9780802129116  
3. Daisy Jones & The Six  
   Taylor Jenkins Reid, Ballantine, $27, 9781524798628  
4. Black Leopard, Red Wolf  
   Marlon James, Riverhead Books, $30, 9780735220171  
5. The Silent Patient  
   Alex Michaelides, Celadon Books, $26.99, 9781250301697  
6. Devotions  
   Mary Oliver, Penguin Press, $30, 9780399563249  
7. The Island of Sea Women  
   Lisa See, Scribner, $27, 9781501154850  
8. Circe  
   Madeline Miller, Little Brown, $27, 9780316556347  
9. There There  
   Tommy Orange, Knopf, $25.95, 9780525520375  
10. The Last Romantics  
   Tara Conklin, Morrow, $26.99, 9780062358202  
11. The River  
   Peter Heller, Knopf, $25.95, 9780525521877  
12. When All Is Said New  
   Anne Griffin, Thomas Dunne Books, $26.99, 9781250200587  
13. Nine Perfect Strangers New  
   Liane Moriarty, Flatiron, $28.99, 9781250069825  
14. The Overstory New  
   Richard Powers, Norton, $27.95, 9780393635522  
15. Gingerbread New  
   Helen Oyeyemi, Riverhead Books, $27, 9781594634659

### HARDCOVER NONFICTION

1. Becoming  
   Michelle Obama, Crown, $32.50, 9781524763138  
2. Educated  
   Tara Westover, Random House, $28, 9780399590504  
3. Dreyer's English  
   Benjamin Dreyer, Random House, $25, 9780812995701  
4. Say Nothing  
   Patrick Radden Keefe, Doubleday, $28.95, 9780385521314  
5. Mama's Last Hug: Animal Emotions and What They Tell Us about Ourselves  
   Frans de Waal, Norton, $27.95, 9780393635065  
6. Women Rowing North  
   Mary Pipher, Bloomsbury, $27, 9781632869609  
7. The Library Book  
   Susan Orlean, S&S, $28, 9781476740188  
8. Salt, Fat, Acid, Heat  
   Samin Nosrat, Wendy MacNaughton (Illus.), S&S, $35, 9781476753836  
9. The Uninhabitable Earth  
   David Wallace-Wells, Tim Duggan Books, $27, 9780525576709  
10. The Threat  
    Andrew G. McCabe, St. Martin's, $29.99, 9781250207579  
11. The Source of Self-Regard  
    Toni Morrison, Knopf, $28.95, 9780525521037  
12. Bad Blood  
    John Carreyrou, Knopf, $27.95, 9781524731656  
13. The Subtle Art of Not Giving A F*ck New
TRADE PAPERBACK FICTION
1. The Tattooist of Auschwitz
Heather Morris, Harper, $16.99, 9780062797155
2. The Lost Girls of Paris
Pam Jenoff, Park Row, $16.99, 9780062678423
3. Eleanor Oliphant Is Completely Fine
Gail Honeyman, Penguin, $16, 9780735215092
4. The Friend
Sigrid Nunez, Riverhead Books, $16, 9780735219458
5. Pachinko
Min Jin Lee, Grand Central, $15.99, 9781455563920
6. Us Against You
Fredrik Backman, Washington Square Press, $17, 9781501160806
7. Milkman
Anna Burns, Graywolf Press, $16, 9781644450000
8. The Alice Network
Kate Quinn, Morrow, $16.99, 9780062654199
9. The Perfect Couple
Elin Hilderbrand, Back Bay, $16.99, 9780316375252

TRADE PAPERBACK NONFICTION
1. Born a Crime
Trevor Noah, Spiegel & Grau, $18, 9780399588198
2. Sapiens
Yuval Noah Harari, Harper Perennial, $22.99, 9780062316110
3. White Fragility
Robin DiAngelo, Beacon Press, $16, 9780807047415
4. My Own Words
Ruth Bader Ginsburg, S&S, $18, 9781501145254
5. I’ll Be Gone in the Dark
Michelle McNamara, Harper Perennial, $17.99, 9780062319791
6. The Collected Schizophrenias
Esm Weijun Wang, Graywolf Press, $16, 9781555978273
7. Killers of the Flower Moon
David Grann, Vintage, $16.95, 9780307742483
8. Searching for Stars on an Island in Maine
Alan Lightman, Vintage, $15.95, 9780525432593
9. Red Notice
Bill Browder, S&S, $16, 9781476755748
Roz Chast, Bloomsbury, $18, 9781632869777
11. Code Girls
Liza Mundy, Hachette, $16.99, 9780316352543
12. Eager: The Surprising, Secret Life of Beavers and Why They Matter
Ben Goldfarb, Chelsea Green Publishing, $17.95, 9781603580086
13. The Four Agreements  New  
Don Miguel Ruiz, Amber-Allen, $12.95, 9781878424310

14. You Are a Badass  
Jen Sincero, Running Press, $16, 9780762447695

15. Braiding Sweetgrass  New  
Robin Wall Kimmerer, Milkweed Editions, $18, 9781571313560

**MASS MARKET**

1. Good Omens  

2. Dune  
Frank Herbert, Ace, $9.99, 9780441172719

3. The Name of the Wind  
Patrick Rothfuss, DAW, $9.99, 9780756404741


5. The Official Scrabble Players Dictionary  New  
Merriam-Webster, $8.50, 9780877795964

6. Lord of the Flies  New  
William Golding, Perigee, $9.99, 9780399501487

7. Cave of Bones  New  
Anne Hillerman, Harper, $9.99, 9780062391933

8. The Way of Kings  New  
Brandon Sanderson, Tor, $9.99, 9780765365279

9. The Left Hand of Darkness  New  
Ursula K. Le Guin, Ace, $9.99, 9780441478125

10. Go Tell It on the Mountain  New  
James Baldwin, Vintage, $7.99, 9780345806543

**CHILDREN'S ILLUSTRATED**

1. Make Way for Ducklings  
Robert McCloskey, Puffin, $7.99, 9780140564341

2. Goodnight Moon  
Margaret Wise Brown, Clement Hurd (Illus.), Harper, $8.99, 9780694003617

3. You Are My Happy  
Hoda Kotb, Suzie Mason (Illus.), Harper, $18.99, 9780062887894

4. The Good Egg  
Jory John, Pete Oswald (Illus.), Harper, $17.99, 9780062866004

5. Hello Lighthouse  New  
Sophie Blackall, Little, Brown Books for Young Readers, $18.99, 9780316362382

6. The Wonky Donkey  New  
Craig Smith, Katz Cowley (Illus.), Scholastic, $7.99, 9780545261241

7. Little Blue Truck  New  
Alice Schertle, Jill McElmurry (Illus.), HMH Books for Young Readers, $7.99, 9780544568037

8. Good Night, Gorilla  New  
Peggy Rathmann, Putnam, $7.99, 9780399230035

9. Where the Wild Things Are  
Maurice Sendak, Harper, $18.95, 9780060254926

10. Circle  New  
Mac Barnett, Jon Klassen (Illus.), Candlewick, $15.99, 9780763696085

**CHILDREN'S INTEREST**

1. On the Come Up  
Angie Thomas, Balzer + Bray, $18.99, 9780062498564

2. SHOUT  New  
Laurie Halse Anderson, Viking Books for Young Readers, $17.99, 9780670012107

3. New Kid  
Jerry Craft, Harper, $12.99, 9780062691194

4. Astrophysics for Young People in a Hurry  New  
Neil DeGrasse Tyson, Norton Young Readers, $11.95, 9780393356502

5. The Hate U Give  
Angie Thomas, Balzer + Bray, $18.99, 9780062871350

6. Five Feet Apart  
Rachael Lippincott, Simon & Schuster Books for Young Readers, $18.99, 9781534451568
7. Max and the Midknights
Lincoln Peirce, Crown Books for Young Readers, $13.99, 9781101931080
8. A Velocity of Being: Letters to a Young Reader New
Maria Popova, Claudia Bedrick (Eds.), Enchanted Lion Books, $34.95, 9781592702282
9. Meg, Jo, Beth, and Amy
Rey Terciero, Bre Indigo (Illus.), Little, Brown Books for Young Readers, $12.99, 9780316522885
10. The Iliad New
Gareth Hinds, Candlewick, $16.99, 9780763696634

CHILDREN’S SERIES TITLES
1. Dog Man: Brawl of the Wild
Dav Pilkey, Graphix, $9.99, 9781338236576
2. Diary of a Wimpy Kid: The Meltdown
Jeff Kinney, Abrams, $13.95, 9781419727436
3. The Lost Heir Graphic Novel (Wings of Fire)
Tui T. Sutherland, Mike Holmes (Illus.), Graphix, $12.99, 9780545942282
4. The 104-Story Treehouse: Dental Dramas & Jokes Galore! (The Treehouse Books, #8) New
Andy Griffiths, Terry Denton (Illus.), Feiwel & Friends, $13.99, 9781250301499
5. Lion Down (FunJungle)
Stuart Gibbs, Simon & Schuster Books for Young Readers, $17.99, 97815344424739
6. Dog Man: Lord of the Fleas
Dav Pilkey, Graphix, $9.99, 97805459535173
7. Dog Man: A Tale of Two Kitties New
Dav Pilkey, Graphix, $9.99, 9780545953520
8. The Princess in Black
Shannon Hale, Dean Hale, LeUyen Pham (Illus.), Candlewick, $6.99, 9780763678883
9. A Crystal of Time (The School for Good and Evil, #5)
Soman Chainani, Harper, $17.99, 9780062695178
10. Dog Man Unleashed
Dav Pilkey, Graphix, $9.99, 9780545953520