

As an intern for the independent publisher NewSouth Books, Inc. in Montgomery, AL, I worked in editing, acquisitions, and marketing. Because of the small size of the company, I was able to work in a variety of areas on first-string projects, including a book I worked on from the time of its acceptance by NewSouth for publication through the entire editorial process to the final text proof. NewSouth's extensive output (almost twice that of publishers of comparable size), however, as well as its reputation for publishing quality books about the South, with a focus on civil rights issues, however, also made it an ideal work environment to form contacts in the publishing industry and gave me the opportunity to learn about publishing on a nation scale.

While at NewSouth, I worked editing a large number of manuscripts, looking largely for errors in grammar and continuity. I worked to style two major projects, converting them from word documents and altering them so that they had the appearance and format of a published work. I also work with many of the company's recent acquisitions, reading them not just for content and style, but also to judge how well they fit in with the NewSouth catalogue. I drew up reports on all submissions I read, detailing reasons for acceptance or rejection, and in cases of acceptances, discussed marketing strategies focused at understanding the book's target audience and the age bracket to which it would appeal. The final part of my internship involved my work in marketing. This covered a wide variety of bases, ranging from researching and compiling lists of possible buyers and retailers as well as attending author lectures and promotional sales to increase interest in NewSouth's titles. I also wrote blog posts for the company's website and updated promotional materials for upcoming releases and marketing campaigns.

My internship at NewSouth was of incredible value to me for the insight it provided into the publishing industry, and the opportunity it gave me to gauge my potential career in the industry.