

Author Outreach Note

Dear <<FirstName>>,

Since 2012, we have celebrated University Press Week each year to help tell the story of how university press publishing supports scholarship, culture, and both local and global communities. Your work with <<Press Name>> is a part of this story, and a part of what we'll be celebrating November 8-14 during University Press Week 2015 (<http://www.universitypressweek.org>).

This year we are broadening our outreach and expanding the level of involvement with those people that really know the incredible work that University Presses are doing. As one of our authors, you already support that great work in so many ways and we hope you will help join our celebrations online, on campus, or <<reference to press-specific plans>>. University Press Week is an exciting time that allows many different people—from scholars, authors, and teachers to librarians, booksellers, and press staff—within our community to collectively create and engage online.

Authors were a critical driving force behind turning around administrative decisions to close presses at the Universities of Missouri and Akron, writing letters, staging protests, and lending their inimitable voices to the support of mission-driven publishing. We want to celebrate that action in showcasing how vital university presses are to our culture.

We would love for you to join us in this celebration. There are a few simple things that you can do that would help us spread the word and also help the public gain a deeper insight into university press publishing and an author's role within it.

1. Use the hashtag **#ReadUP** that presses have been using all year to talk about the work we publish—maybe use it to draw your book into University Press Week conversations.
2. Tell the story of publishing with us with the hashtag **#PublishUP**.
3. Join our #UPshelfie campaign (we are continuing this campaign from last year if you Google #UPshelfie you will find them!). Show us what university press books are on your shelf!
4. Subscribe to the University Press Week newsletter [here](#), keep an eye out for the 2015 UP Week infographic, and attend one of our online events.
5. <<Press-specific invitation>>

Thank you for your continued support. We look forward to making this the best University Press Week yet! You can find more information [here](#).

Thank you,