



NEW PODCAST CELEBRATES THE “REBELS, MAVERICKS & WEIRDOS” OF THE PUBLISHING WORLD

Is the publishing industry out of touch? Lacking innovation? On the brink of obsolescence?

In his new podcast, industry veteran Jon Bard goes in search of answers, interviewing those who are disrupting the industry and discovering the people, ideas and technologies at the edges of publishing.

Each week in **DISRUPTOR**, Jon will introduce listeners to authors, editors, booksellers, thought leaders, technology developers and others who are reshaping the publishing world for the 21st century. The goal? To bring attention to ideas that will transform the way we share and absorb stories, and encourage listeners to disrupt in their own way.

Ten episodes of DISRUPTOR are now available at <http://PublishingDisruptor.com> (and via all podcast apps and distribution channels). They include:

- **Ashleigh Gardner, the recently appointed head of Wattpad Books**, on the Wattpad phenomenon and how artificial intelligence is being used to find future bestsellers.
- **Johnny Temple of Akashic Books** (the company that stunned publishing with the runaway hit *Go the F**k To Sleep*) on his punk fame and his desire to “degentrify” the publishing industry.
- **Todd Bol, founder of Little Free Libraries** in one of his final interviews before his recent passing. Todd tells the inspiring story of LFL's creation and his plan to bring reading to every community, a cause that is now being carried on in his name.

- **Jane Friedman**, a tireless proponent of publishing innovation, shares her views about the place of digital publishing in the literary world.
- **Joanna Cardenas**, editor at Kokila Books and publishing activist, talks diversity and opportunity for minority communities in publishing, and describes the audacious mission behind Latinx in Publishing.
- **Alex Newton of K-Lytics** has turned his interest in books and data into a much-discussed system that predicts the success of books sold on Amazon. Find out what the numbers say about the next hot subgenres and micro-niches.
- **Brian O'Leary, executive director of Book Industry Study Group**, goes deep into the trends that will propel the next generation of successful publishers.
- **Mark Leslie** on how he made the leap from traditionally published author to cutting edge digital content creator and bookseller – and how other writers can do the same.
- **Andrea Woolf**, founder of Women of Impact, on finding the courage to disrupt.

DISRUPTOR is a must-listen for authors, book professionals, content creators, readers and everyone else who wants to know "What's Next?".

Each episode, listeners will not only learn about the forces moving publishing forward - they will also get direct advice on how to adapt, course-correct and thrive in the new publishing environment.

Jon is the co-owner of *Children's Book Insider* and co-creator of WritingBlueprints.com. He's also been an on-air host at KRFC Radio in Colorado for over 15 years. With **DISRUPTOR**, he combines his two passions to present a lively, compelling, idea-filled program.

"I'm naturally drawn to rebels, mavericks and weirdos. You might even say they're my tribe. With **DISRUPTOR**, I wanted to show that there are many, many people like me in publishing. It's time they had a platform," he said. "I'm excited to help share their stories."

New episodes of DISRUPTOR are posted every other Wednesday at <http://PublishingDisruptor>, iTunes, Spotify and other podcast outlets.

To subscribe via iTunes (Apple Podcasts), go to <https://itunes.apple.com/us/podcast/disruptor/id1436060073>

For DISRUPTOR artwork, Jon's headshot & bio and more, visit publishingdisruptor.com/press