

THE CITY COLLEGE OF NEW YORK AND HACHETTE BOOK GROUP

CCNY'S PUBLISHING  
CERTIFICATE PROGRAM

25<sup>TH</sup>

ANNIVERSARY

## **THE PCP ORIGIN STORY**

**In 1998, writer and City College alumnus Walter Mosley, like Saint Paul, was struck by a proverbial bolt of lightning: he realized that if more people of color worked in publishing, diversity among published writers would increase.**

**And that's the beginning of the Publishing Certificate Program (PCP) at CCNY.**





# Elijah Matos

Class of 2022

***“I believe my time in the PCP was my biggest selling point in the interview stage and the greatest aid in ensuring I maintained etiquette and work ethic worthy of Michelle Giuseffi, Crown’s Senior Publishing Manager, who referred to me as “the best intern [Crown] had ever had.” All of the work that led to that moment began with Saraciea Fenell’s Intro to Publishing course in Spring of 2021.”***



## EARLY SUPPORTERS

**PCP Director David Unger, CCNY President Yolanda Moses and PCP founder Walter Mosley at the 1998 CCNY PCP launch**





# Jenifer Nuñez

Class of 2022

***“After learning so much about the publishing industry both through my internship and The Publishing Certificate Program, I am certain about the path that I want to take in my future career. I hope to one day become a Senior Editor working in children’s publishing for middle-grade and younger readers.... Through this program, I have been lucky enough to acquire specific skills and knowledge for an industry that needs diversity, not just in books but in the people who help create them.”***

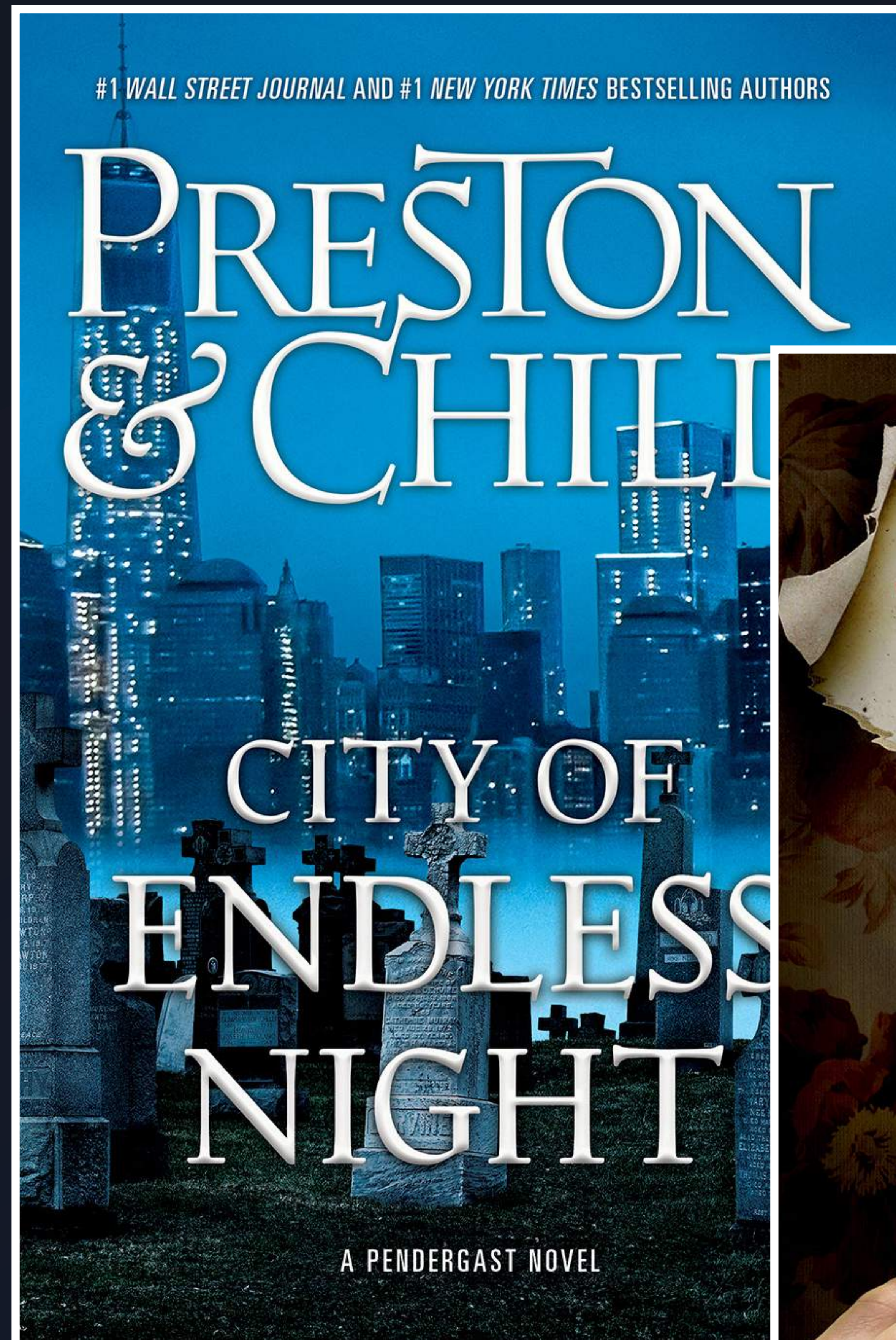


## EARLY SUPPORTERS

**Walter Mosley and  
David Unger**







**Blanca Aulet**  
Studio Manager (Art), Grand  
Central Publishing, Hachette  
Book Group

*“The PCP broadened my understanding of Publishing and opened my eyes to new opportunities. Under the guidance of David Unger/PCP, these opportunities led to a career in publishing with people who truly love books.”*



# Gloria Castillo

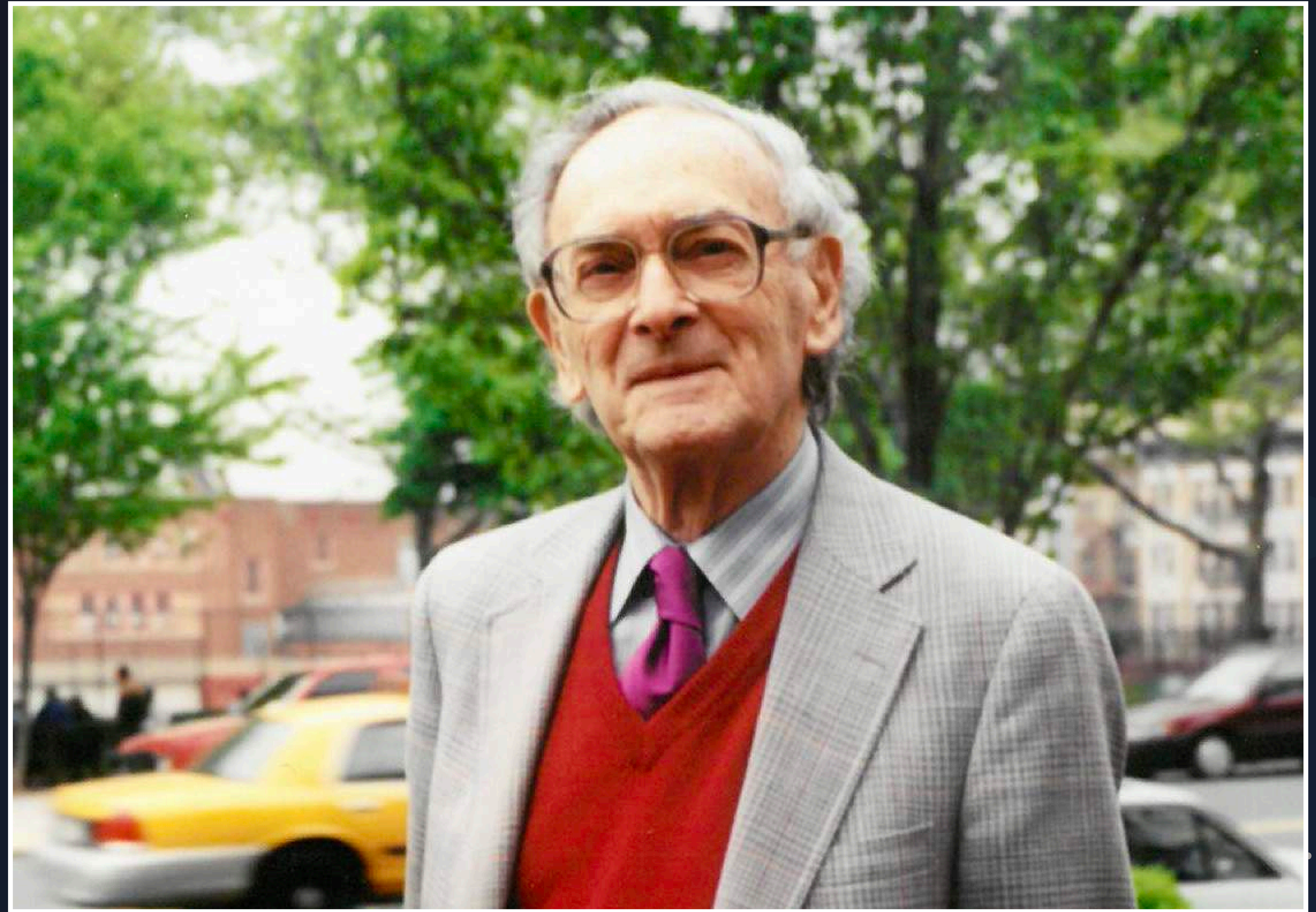
Class of 2022

***“The Publishing Certificate Program was the reason I decided to attend City College.... I knew I wanted to work in the publishing industry, but I didn’t know where to start.... Professor Taylor said in order for one to work in this industry you have to be able to speak up for yourself and to defend your stance on a book no matter your department, especially as a person of color. After this class, I knew I wanted to work with publicity in the publishing industry to push further diverse representation; to be a Latine voice in the American market.”***



## EARLY SUPPORTERS

**Bernard Mazel,  
sponsor of the  
Bernard Mazel  
Opportunity  
Scholarships**



# Samia Tariq

Class of 2021

***“I think that in the classroom, since I had the privilege to learn from industry experts, I knew what was expected of me and was able to navigate my [internship] experience. I was able to learn how to present myself in the professional setting and what would be expected of me in this type of position.”***



## EARLY SUPPORTERS

**David Unger;**  
**Marianne Martens,**  
**PCP instructor;**  
**Catherine McKinley,**  
**first PCP Assistant**  
**Director; sponsor**  
**Sherry Bronfman;**  
**CCNY Dean of**  
**Humanities James**  
**Watts**





# DIASPORIC JOURNEYS:

Interviews with Puerto Rican Writers in the United States



EDITED BY  
Carmen Haydeé Rivera



## Christina Marie Castro Assistant Director, Publishing Certificate Program, CCNY

*“Every milestone in my career is a direct result of completing the PCP program: From operations, to social media, to copyediting, then earning an MFA and transitioning to higher ed. With the PCP training and certificate in hand, it’s amazing how multidimensional our careers can become while still contributing to the world of books, literacy, and knowledge sharing!”*



PUERTO RICANS  
IN THE CITY OF  
NEW YORK  
THE FIRST FIFTY YEARS

Edited by  
María E. Pérez y González  
Virginia Sánchez Korrol



## EARLY SUPPORTERS

**Artist Faith  
Ringgold and Sherry  
Bronfman**



# Anayae Holmes

Class of 2022

***“The three Publishing Courses I took—Introduction to Publishing I, Books for Young Readers, and the Editorial Process—were the only courses where I had a Black or African American Professor, aside from two other classes within my 3 years at City College. After taking these three classes, I was comforted by the many options, or paths many of my professors had achieved such as setting up their own businesses, freelancing, or working with a publishing house that created content they wanted to be a part of.”***



## EARLY SUPPORTERS

**Editor Karen  
Thomas, Walter  
Mosley, and Literary  
Agent Marie Brown**



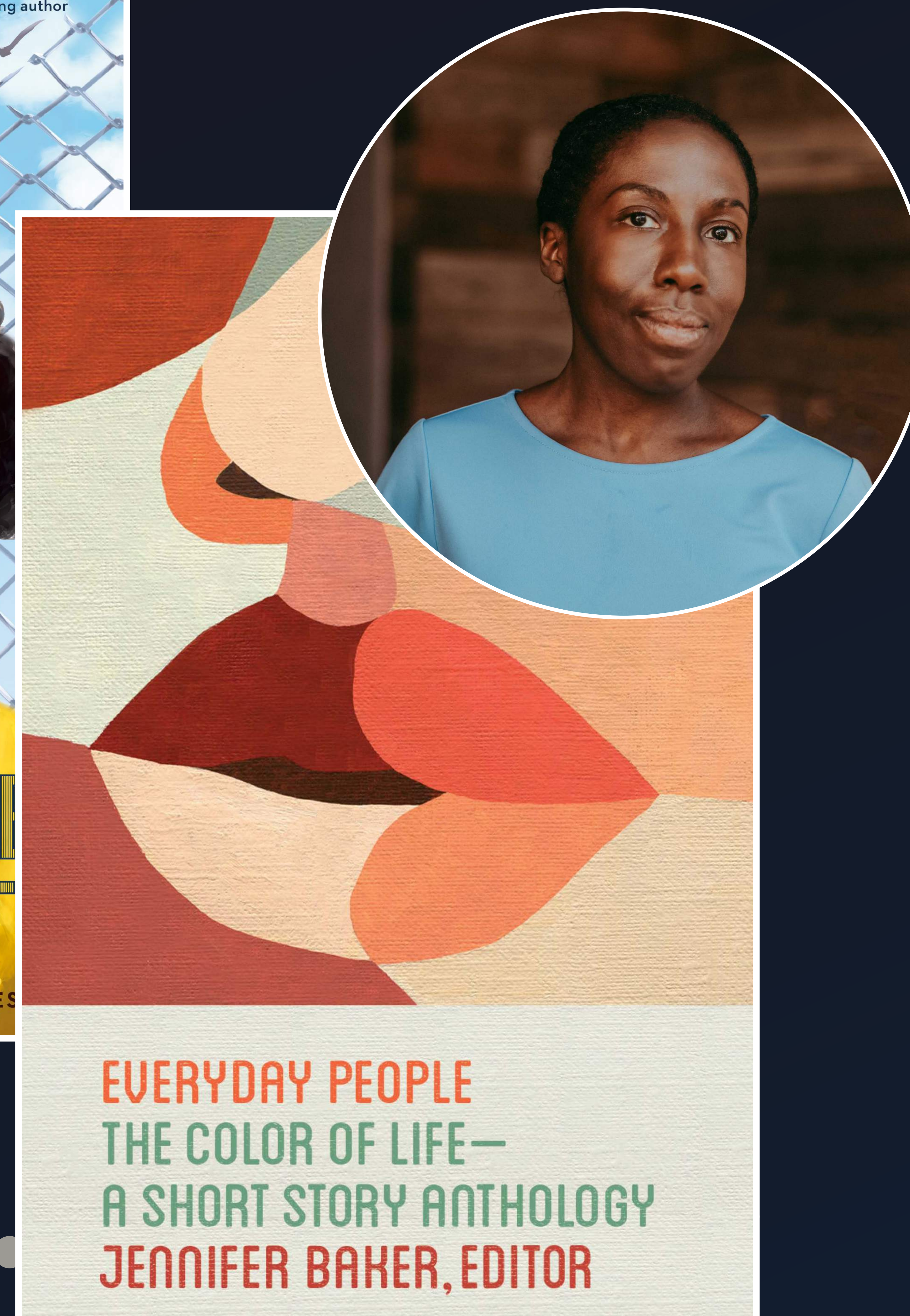


# Sarah Logan

Class of 2022

***“As I was taking these classes, and as I reflect on my time with the PCP now, I realize just how important my experience with this program was. I feel very fortunate and lucky to be able to go to a college where I can study English, creative writing, journalism, and book publishing all at the same time. Not only did I learn practical skills like writing a cover letter, performing effective and powerful public speeches, and writing in MLA format, but I also learned so much about myself.”***





## Jennifer Baker

Senior Program Manager, Author Support, Narrative Initiative Writing Consultant, Baruch College Creator/Host, Minorities in Publishing Podcast

*“The Publishing Certificate Program helped me recognize that my love of words could forge a career path to uplift and empower creators and fellow professionals as we celebrate literature and the communities touched most by it.”*



# Deanna Denman

Class of 2023

***“My internship was very fulfilling. I felt like I was actually helping my team in some way. I wrote blog posts for the official PRH international sales site, did the weekly New York Times Bestseller List e-newsletter, and helped them by making grids, fixing errors on documents, and assisting anywhere they needed when I had the time. I came at a great time because they were preparing for the London Book Fair, which is a big deal to a team that deals mostly with selling our books overseas.”***



## EARLY SUPPORTERS

**PCP Instructor Tracy  
Sherrod (VP, Little  
Brown)**





# Keisy Roldan

Class of 2023

***“I created @keisyreads to share my love for books and reading with other book lovers and avid readers. I have met a whole community that I can participate in, where interests overlap... I love being in this specific circle in the bookish community because we understand how representation matters and how BIPOC authors don’t get as much attention and recognition as white authors do. This topic is what I am passionate about.”***



## EARLY SUPPORTERS

**Ayesha Pande (AP  
Literary Agency),  
past PCP Assistant  
Director Retha  
Powers (Holt, Senior  
Editor)**



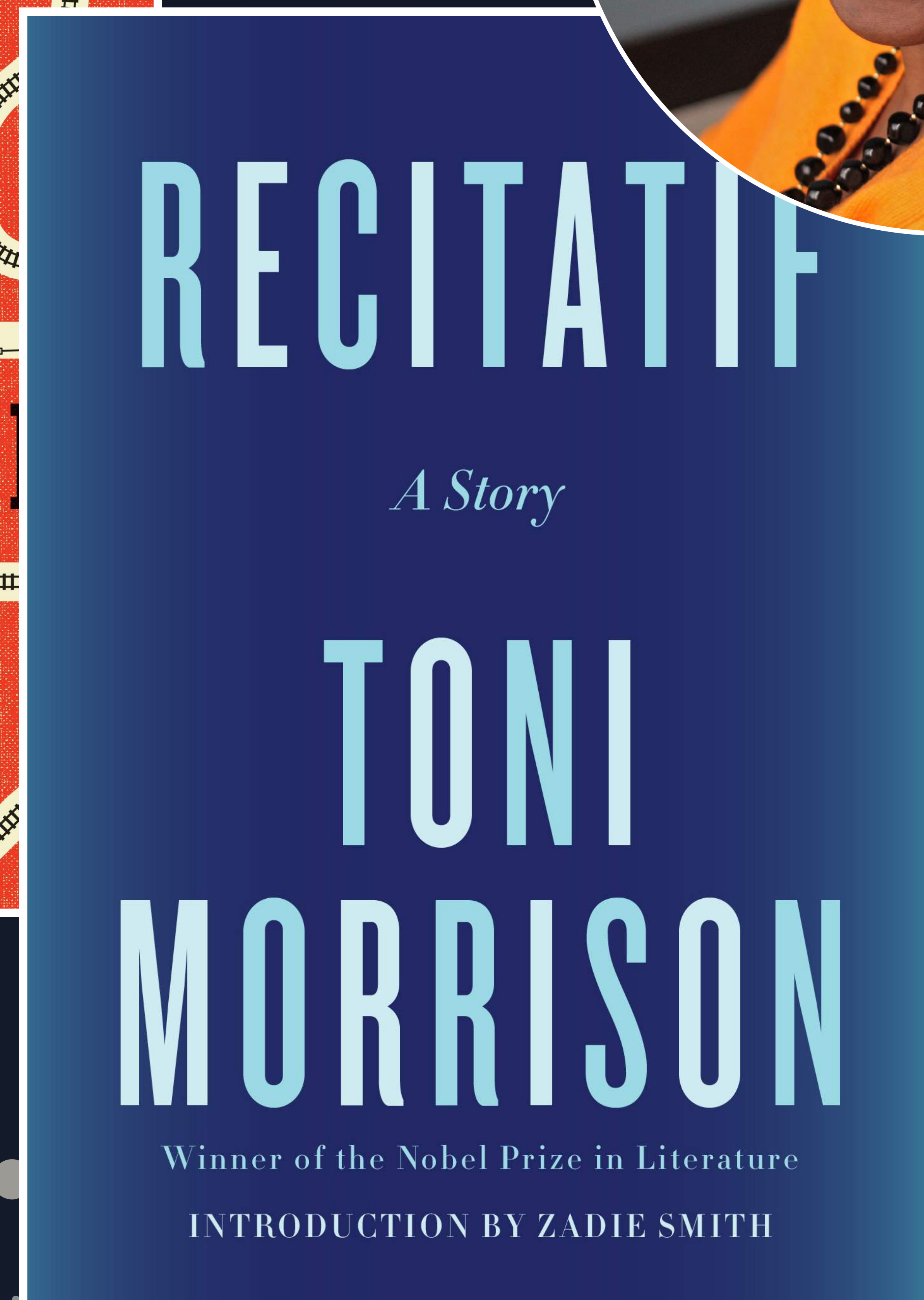
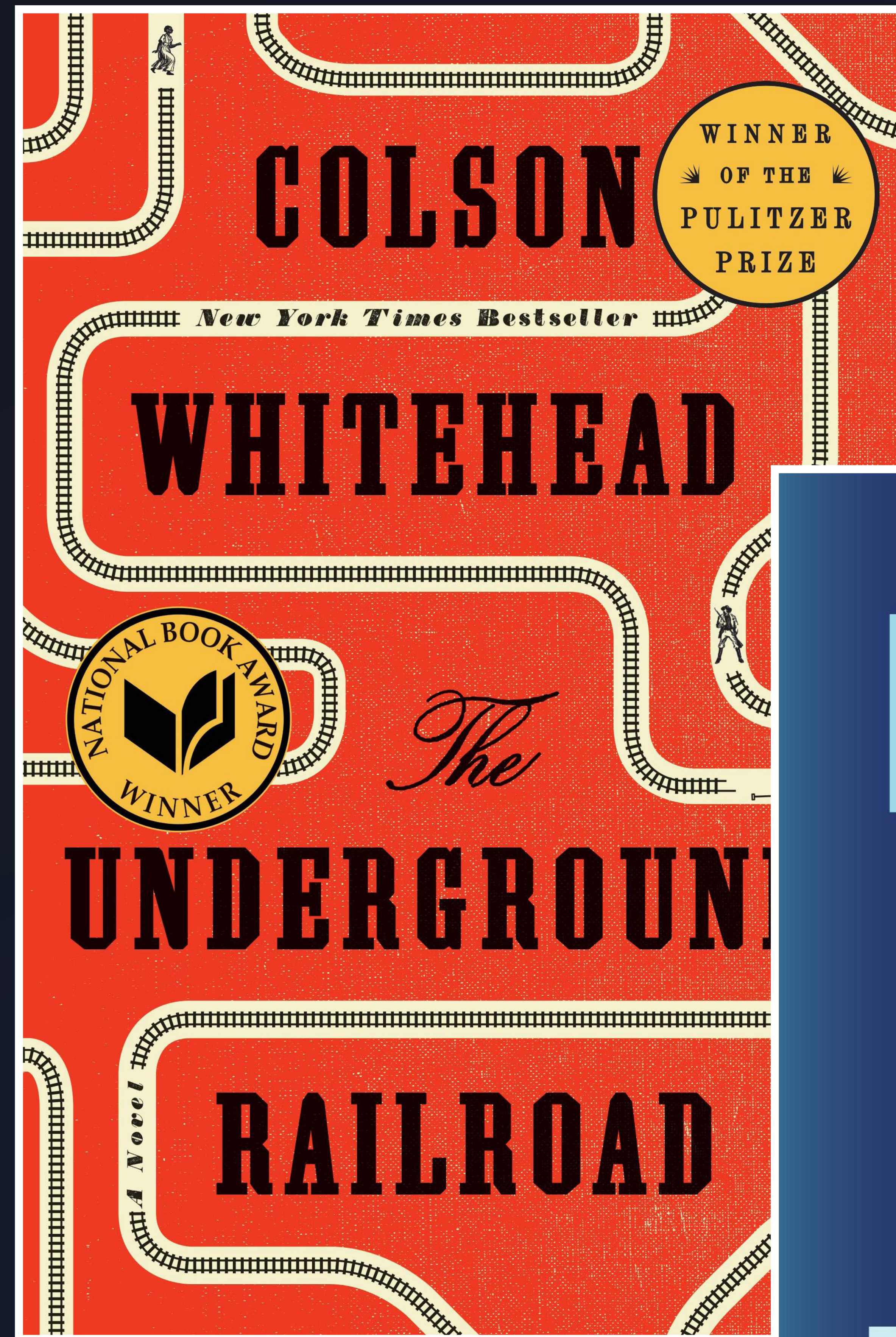


# Miguel Molineros

Class of 2023

*“Professor Jennifer Buño, she was always open to answering any of our questions about working in publishing; she had experience in many departments such as sales and marketing, editorial, design, and publicity. Hearing about her different experiences helped me understand that a publishing company has many departments in which my skills can be useful.”*





**Peggy Samedy**  
Production Director,  
Knopf Doubleday Publishing  
Group, PRH  
President, New York Book Forum

*“I am forever grateful to Lisa Healy for introducing me to my boss, whom I have worked with for 18 years. Her dry wit and robust network helped me get started in an industry I love.”*



## EARLY SUPPORTERS

**Catherine McKinley,  
CCNY past  
President Gregory  
Williams, Walter  
Mosley, past W.W.  
Norton President  
Drake McFeely,  
former student  
Winfreda Mbewe,  
David Unger and  
CCNY's John Lubbe**





# Mohammed Navil

Class of 2023

*“One of the other great opportunities I managed to get out of the PCP was the mentorship program with Viking, Penguin... Knowing that I not only have Director Unger and Assistant Director Castro who have been a constant help, but that I also have two great mentors who can help me with learning more about the industry is one of the greatest things that I’ve gotten from the Publishing Certificate Program.”*

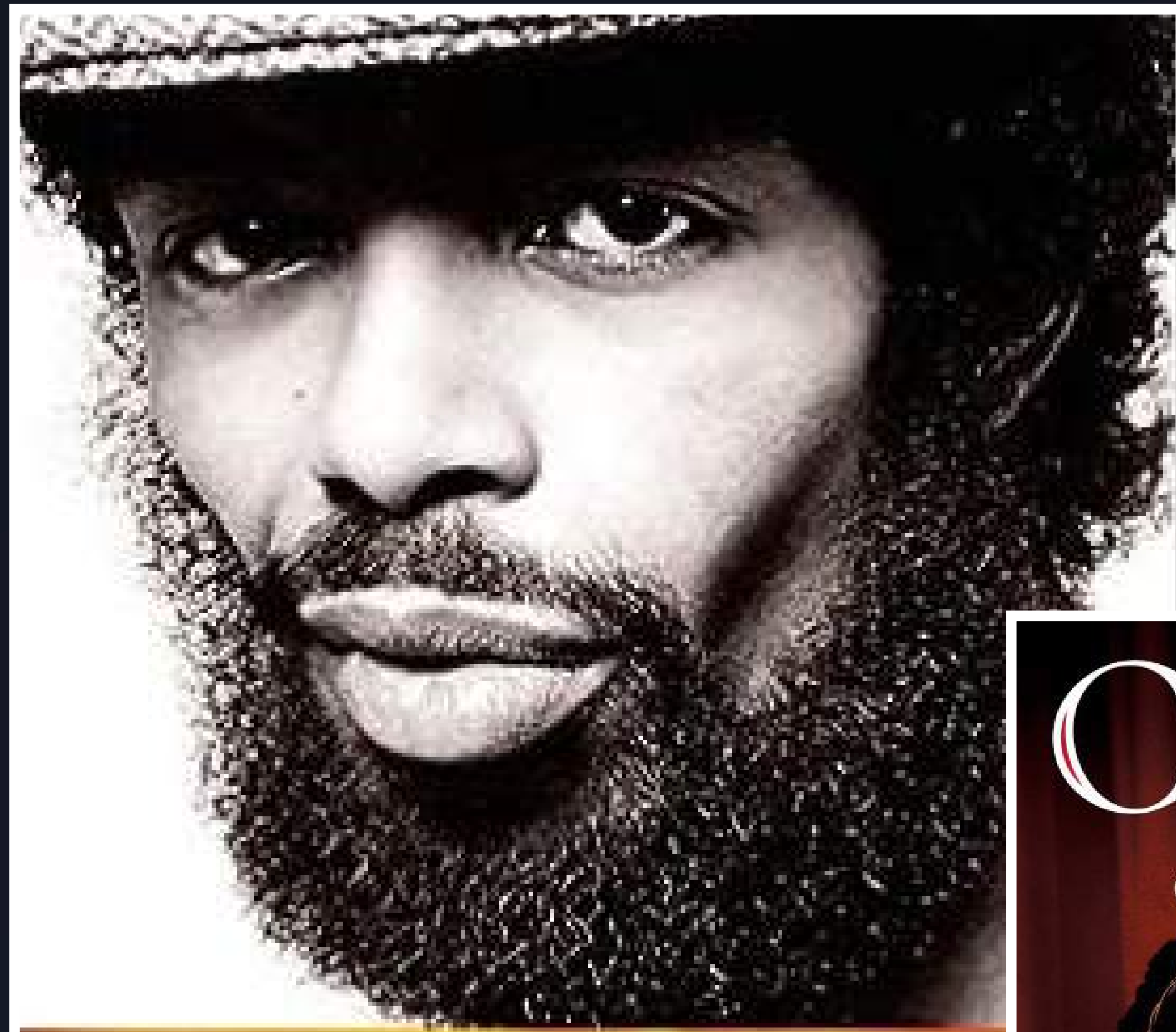


## EARLY SUPPORTERS

**Linda Duggins  
(formerly at HBG  
and Edelweiss),  
Instructor Carol  
Taylor (Tanya  
McKinnon Literary  
Agency)**



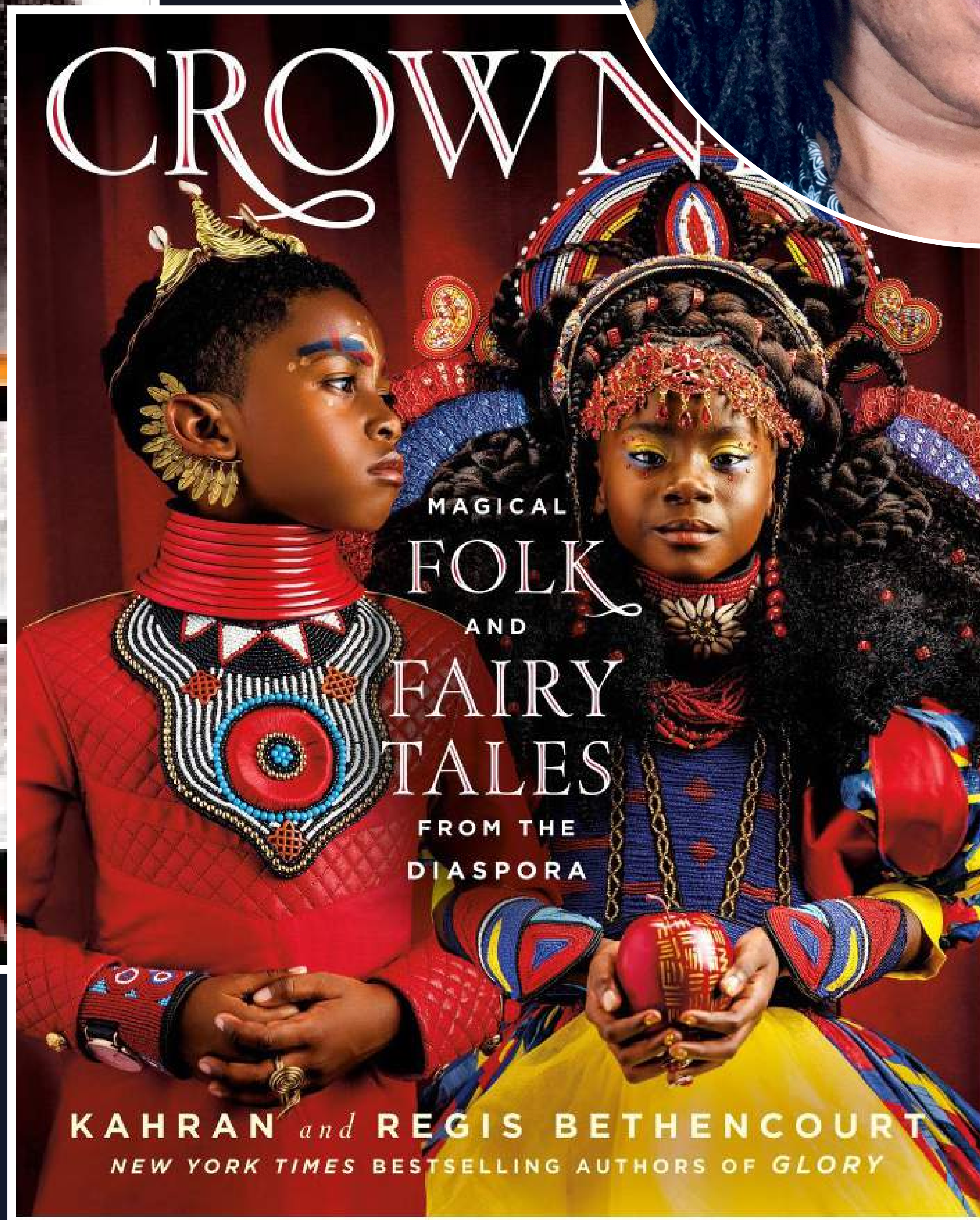




**GIL SCOTT  
HERON**  
PIECES  
OF A  
MAN  
MARCUS BARA



**Lisa Davis**  
Senior Production Editor,  
Macmillan Publishers



*“As a student at CCNY, Dean Brown insisted I attend the PCP. I’m so glad I did. I interned at literary agencies and publishing houses, and met amazing mentors who were honest with me about the industry.”*



# Sophia Chen

Class of 2023

*“From being the child who wished to go into publishing, to the lost teenager who thought dreams were only fantasy, and now to the present-day me who has one foot in the doorway of the publishing industry, I never thought I could rekindle my childhood dream. Without the preparations I gained in The Publishing Certificate Program, as well as my other achievements in other classes, I probably would not have known about the multifaceted possibilities in the publishing industry nor would I have had the qualifications for an internship at two companies that provided me very different but rewarding experiences.”*



## EARLY SUPPORTERS

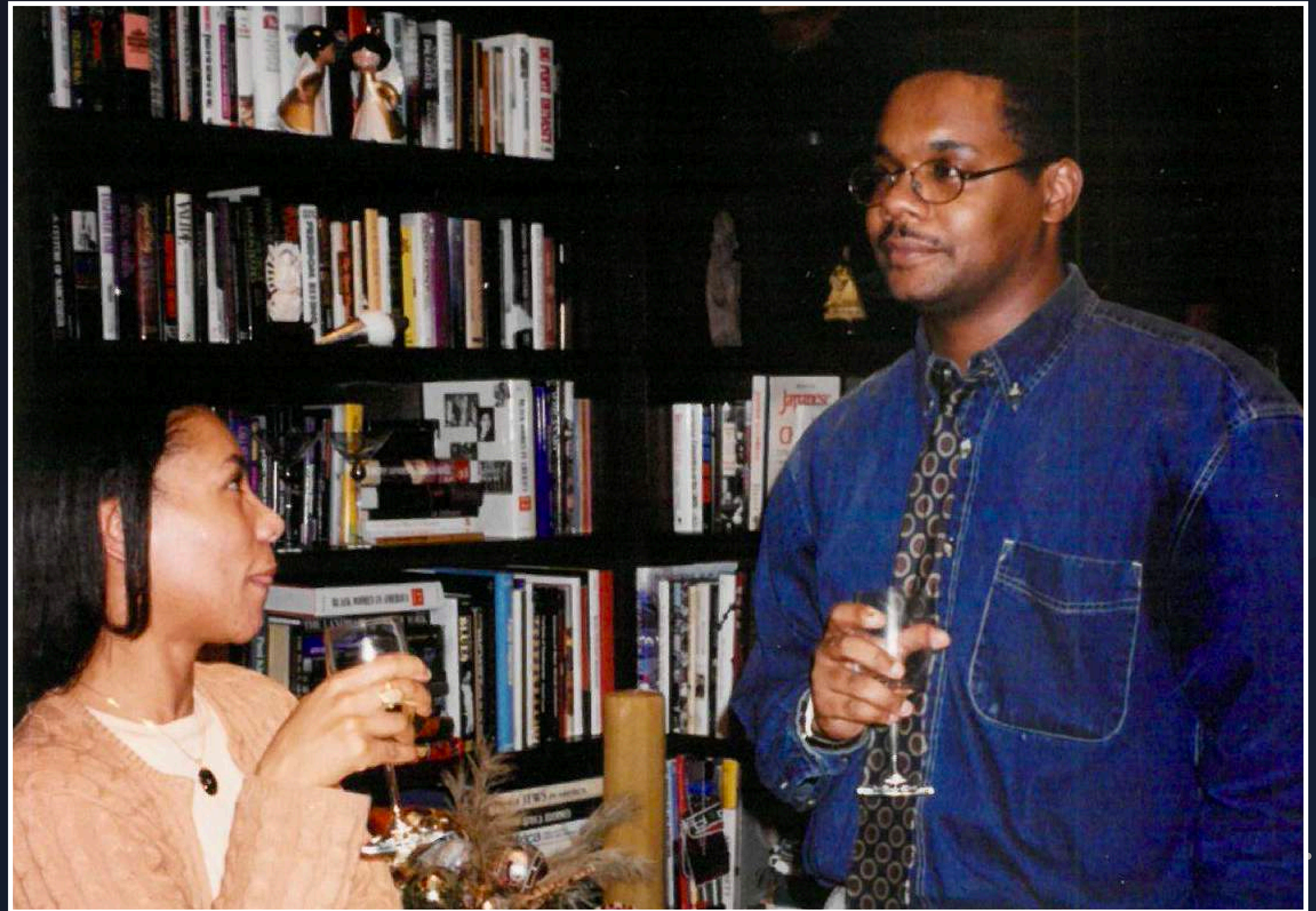
**Black Classic Press's  
Paul Coates and  
HBG CEO Michael  
Pietsch**





## EARLY SUPPORTERS

**Former PCP  
Instructor Chris  
Jackson (PRH) with  
guest**



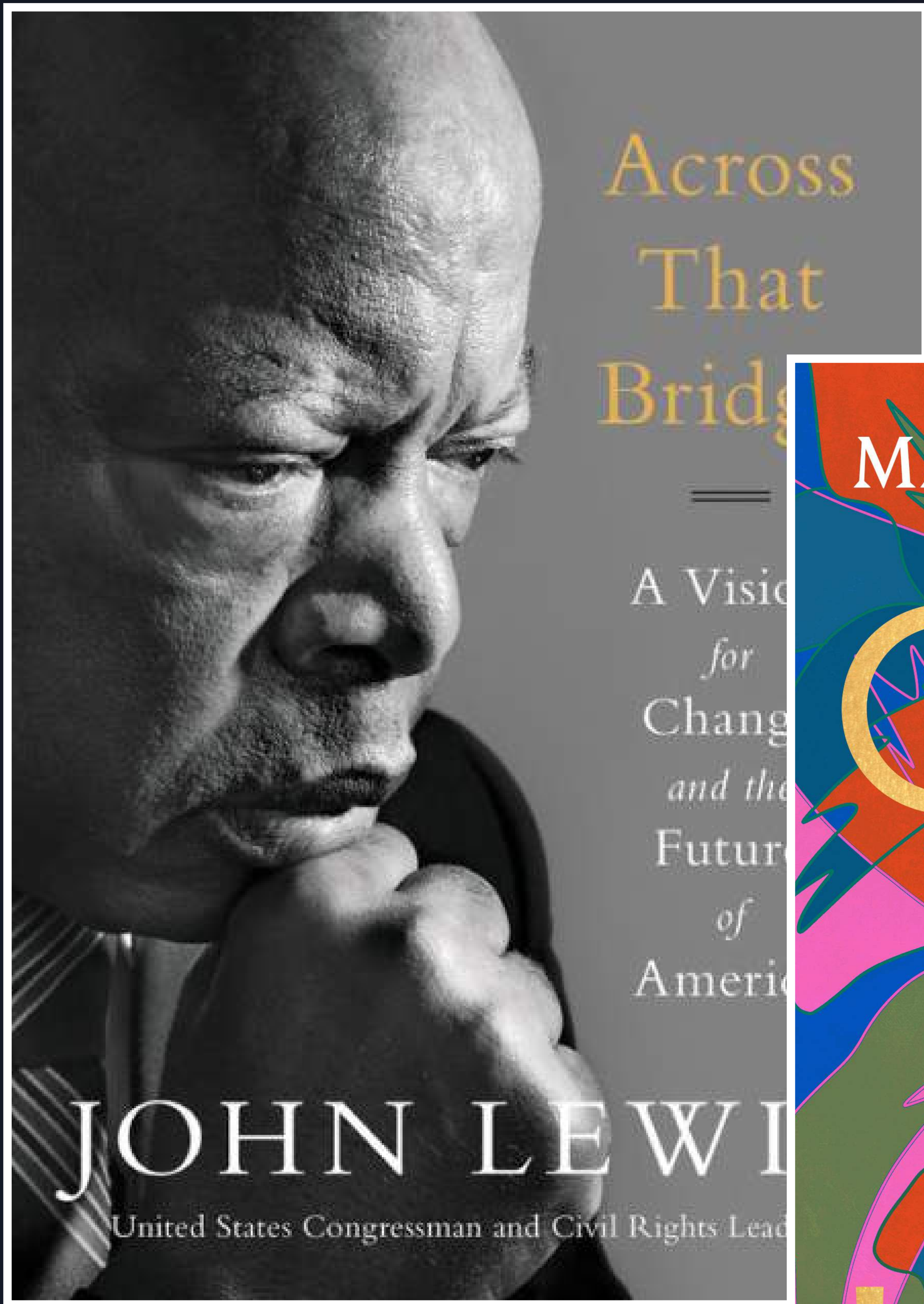


# Elaine Vasquez

Class of 2023

***“As per requirements, I took four classes: Intro to Book Publishing, Publishing Practicum, Publishing for Young Readers, and the Editorial Process. Each class taught me different and similar knowledge and skills to excel in my internships and future jobs. With homework, projects, and group projects, I had to present myself and my ideas, which taught me to speak up in internship meetings. I loved all my classes and the teachers who taught me the importance of connections.”***





**Krishan Trotman**  
Vice-President, Publisher,  
Legacy Lit, Hachette Book Group

*“The CCNY program helped me get my first job in publishing. I wouldn’t be in this position without the program.”*



# Daniela Cortes

Class of 2021

***“Learning about a reader’s report in the classroom taught me how to read critically which was an important skill essential to reading and evaluating a manuscript.... The authors’ authority along with the strength of their writing made me write a more positive reader’s report, as their experience on the subject matter was essential in determining how their non-fiction book would succeed in the marketplace. Like learning about the reader’s report, gaining knowledge about queries and book proposals aided me in understanding what to look for when evaluating them during my internship.”***



## PCP GRADUATES

**Claribel Vasquez,  
Jenn Bunker,  
Maureen Winter  
and PCP Assistant  
Director Christina  
Castro (PRH)**





# Daeli C. Vargas

Class of 2023

***“Without the Publishing Certificate Program at City College, I would not have been aware that jobs in publishing do exist, and I would not have been able to map out my academic and career paths as clearly as I can now.... Because opportunities in publishing, specifically in editorial, are scarce, I am thankful to have come across Future House Publishing’s internship program. I am even more thankful that this internship has given me exposure to a multiracial/multiethnic work environment.”***

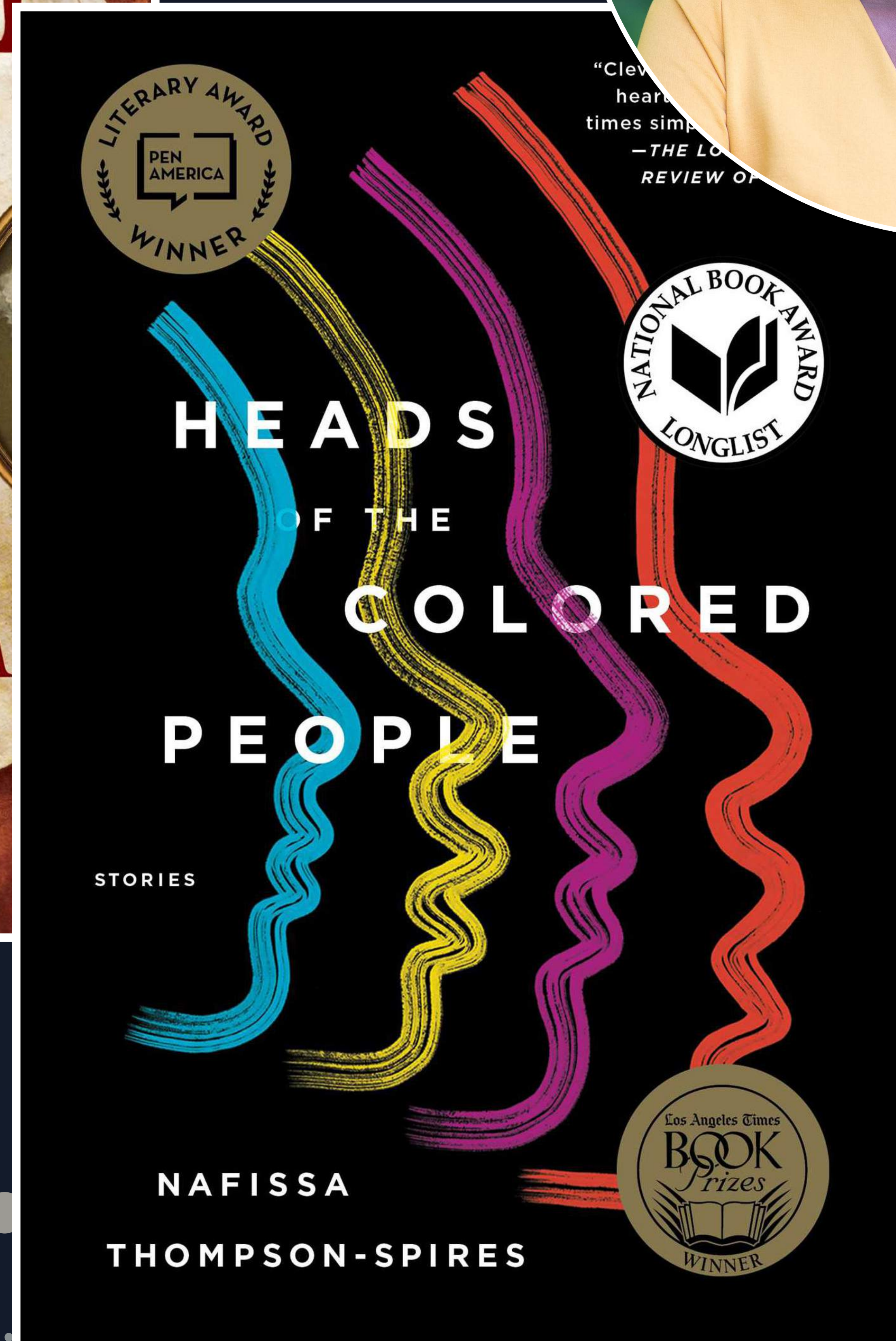
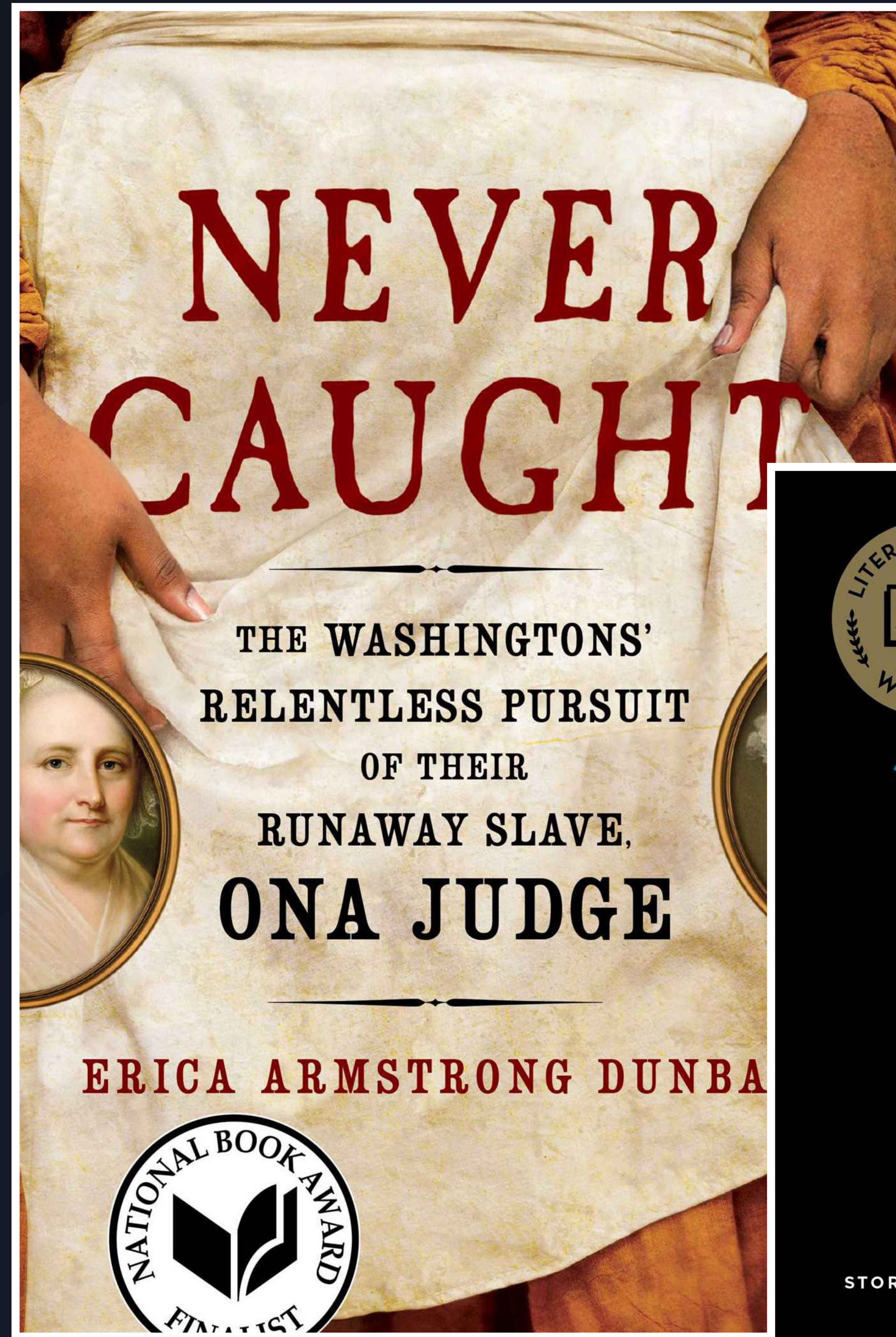


## EARLY SUPPORTERS

**PCP Instructor Lisa Healy (Simon & Schuster) schmoozing with two PCP students**







# Yona Deshommes

President and CEO, Riverchild Media  
Founding Partner, Collective 5 Entertainment

*“When I began the program at PCP, my goal was to become the next great editor. After my professor, John Jusino told me that I had “way too much personality for editorial” and “publicity would be a better fit,” I shifted focus and the rest is history!”*





## Edison M. García

Senior Manager, IPS International at  
Ingram Content Group (ICG)

*“Recently in a town hall meeting with new employees at ICG, I shared my career path and reflected on the huge impact that this program had on my career and personal life. I interned at the publicity department at Penguin Books. Then, started working at Simon & Schuster in the managing editorial department. Later I discovered the international sales team, and I met my tribe. Today, I oversee sales in Latin America, The Middle East, Asia, India, Australia, and Africa.”*



Going Global: Challenges and Opportunities, The Sharjah Book Fair, October 2023

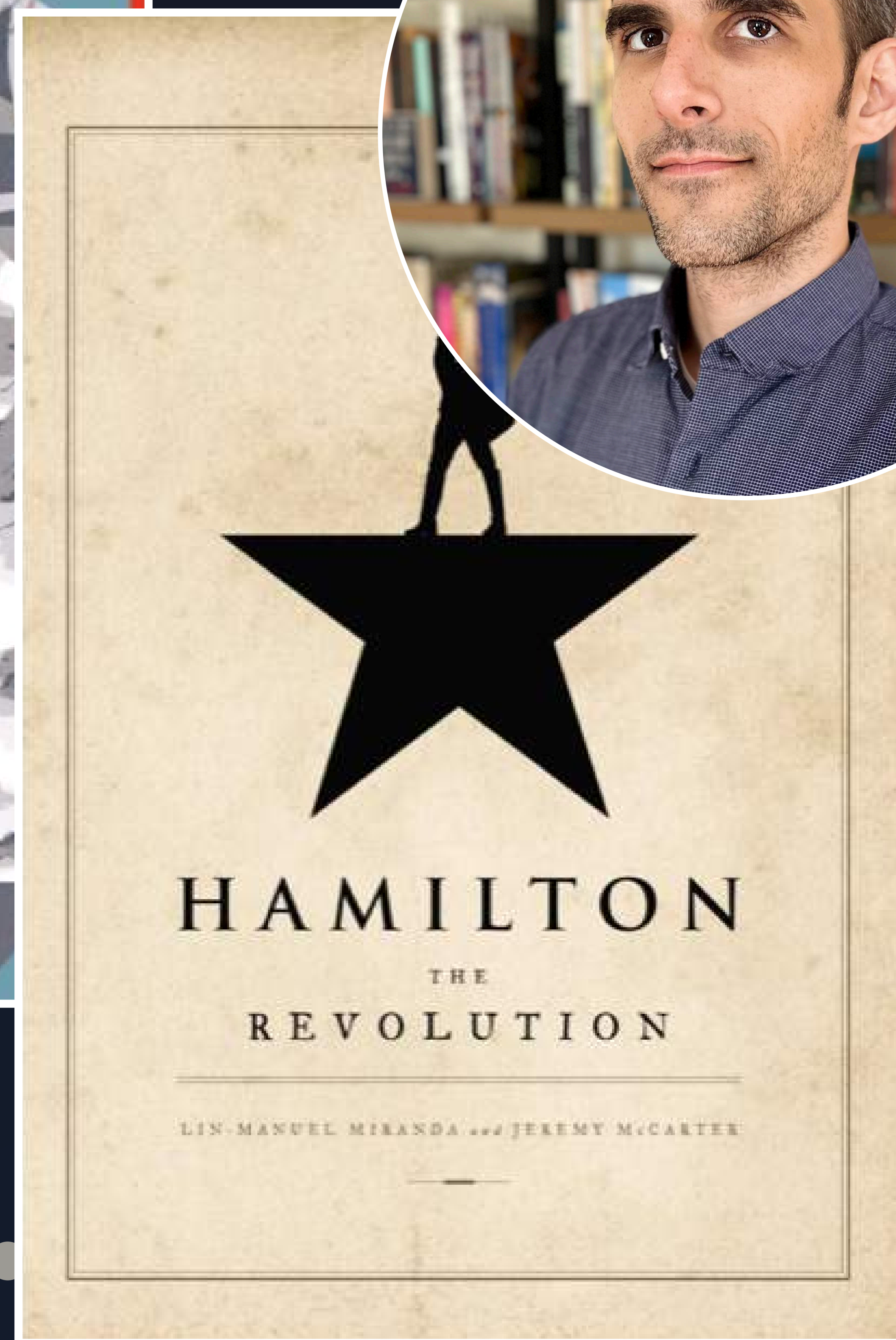
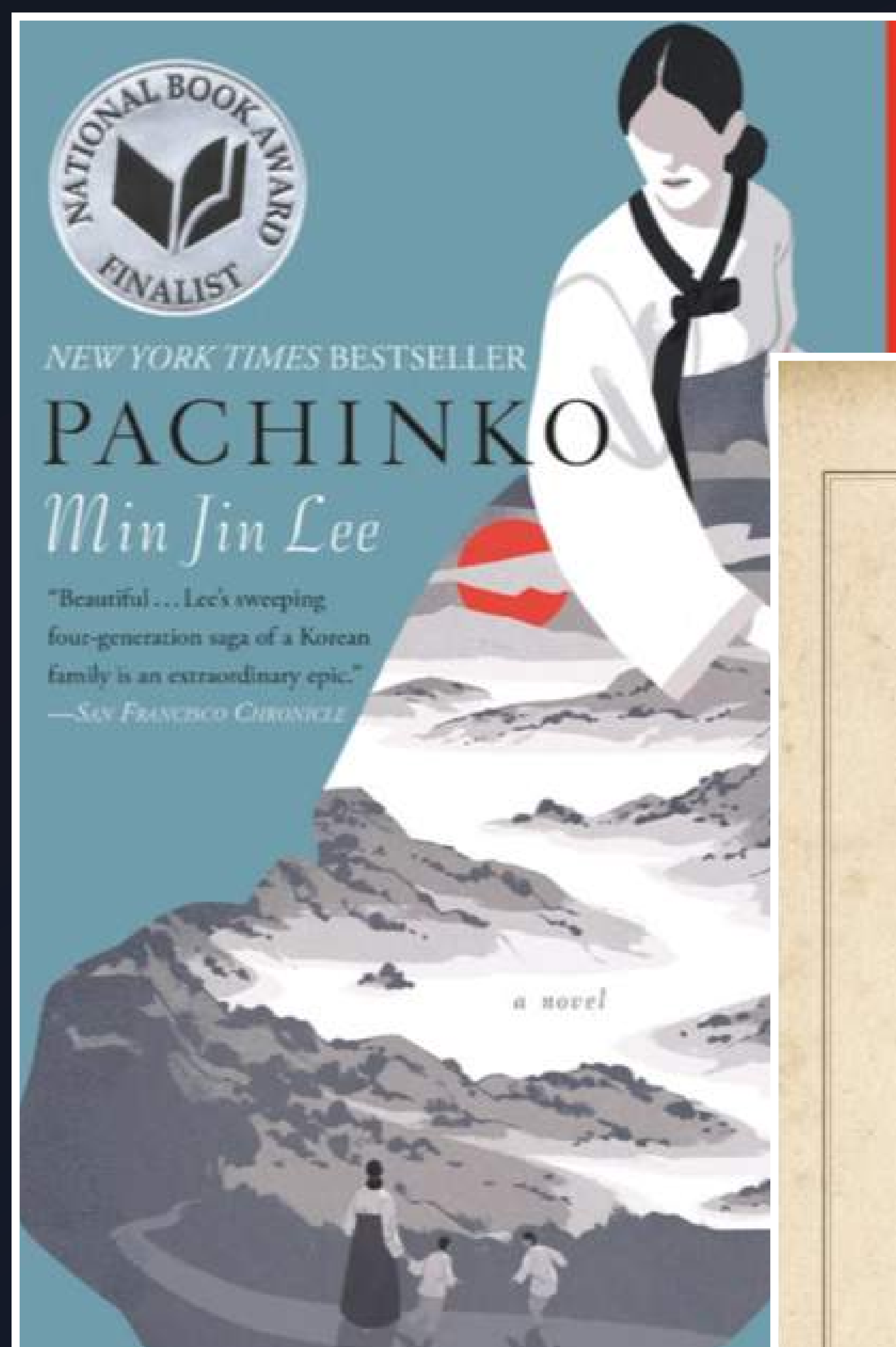


## EARLY SUPPORTERS

**John Lubbe, Adrienne  
Ingrum (Broadleaf  
Books) and Judith Curr  
(Harper Via)**







**Joseph Benincase**  
Associate Director, Digital Marketing  
& Advertising, Grand Central  
Publishing, Hachette Book Group, Inc.

*“There’s no future in publishing, the majority said. Twelve years later, that future has been, and continues to be, one of immense professional growth and success. Thank you to the Publishing Certificate Program for being the minority, and encouraging new generations to take risks and keep publishing alive and fresh.”*



# INFLUENCING CHANGE

## Student News

### Publishing Certificate Program

PCP students are landing internships at prominent publishing houses. Hear about their experiences first-hand below!



[AS PICTURED FROM LEFT TO RIGHT]

#### Elaine Vasquez

Pixel+Ink/Holiday House — Spring 2023 Intern  
Bernard Mazel Opportunity Scholarship Recipient

I look forward to learning how things are managed behind the scenes. But I'm mostly excited to experience my first steps in my career. I always found it impossible to even try to get an internship. Now, after receiving help from the PCP and getting an internship, I'm excited for the possibilities.

#### Daeli C. Vargas

Future House Publishing — Spring 2023 Intern

In my publishing certificate internship, I most look forward to learning about how to edit and develop material, particularly from genres I consider most intimidating, like science fiction and fantasy. I also look forward to collaborating with fellow bookish people, especially those who come from different countries and noticing how this internationality impacts the manuscripts we edit; and how it impacts the publishing industry at large. I hope to even pitch new ideas for future books.

#### Jenifer Liliانا Nuñez

Fairchild Books/Bloomsbury Publishing — Spring 2023 Intern

Starting my first publishing internship at Bloomsbury, in their Fairchild Books imprint, has me looking forward to many incredible projects. Firstly, I will have the exciting opportunity to work with their Art Director to learn how images and pictures are chosen for their fashion textbooks. Additionally, I look forward to the first publication of a textbook that I assisted in proofing.

#### Gloria Castillo

Princeton University Press — Fall 2022-Spring 2023 Intern

I was placed in Princeton University Press under the Intellectual Property Department. Here I am exposed to copyright law, translation rights, and international editions. The Press is a supportive community that teaches you about all the departments involved in publishing, not just the one you are assigned to. In the following months, I want to learn more about head contracts, including their wording, components, and structure.

#### Anayae Holmes

Hachette Book Group — Fall 2022-Spring 2023 HBG/PCP Rotational Program Associate

My HBG/PCP associate rotational program placement has been an amazing experience so far. I've enjoyed being able to take part in every aspect/job within each department, seeing how each intertwines and improves the overall goal of creating a great book for both the author and audience. I have worked in Little, Brown Books for Young Readers' publicity and marketing department, Grand

## Coming Soon to the Bronx, a Long Overdue Book Festival

Share full article



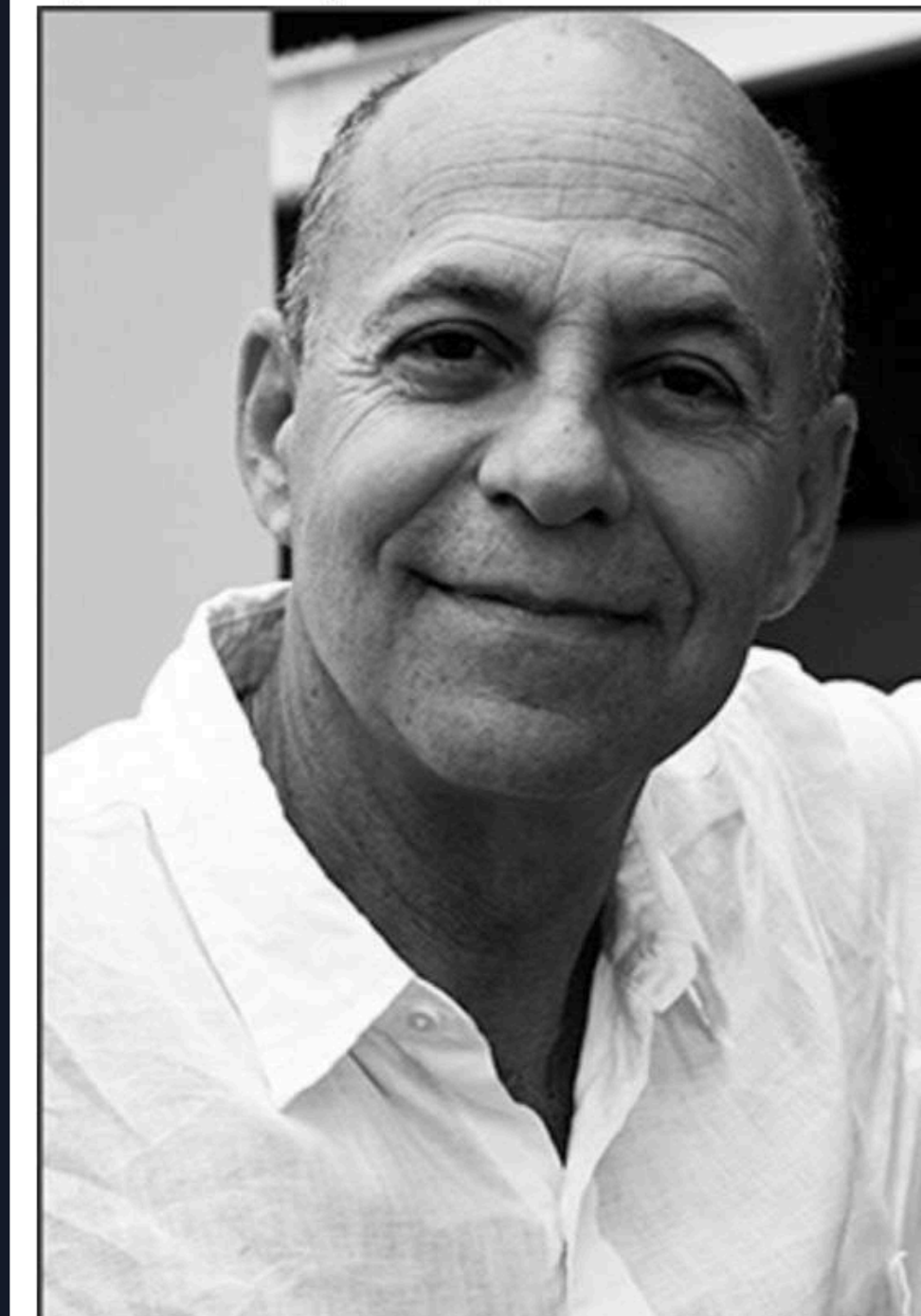
JOB ZONE Sales Manager - Publishers Weekly - , NY.

NEXT JOB ▶

## PW Notable: David Unger and Retha Powers

Director and assistant director of the Publishing Certificate Program at City College

By Calvin Reid | Dec 18, 2020



Cofounded in 1998 by bestselling novelist Walter Mosley and founding director David Unger, the Publishing Certificate Program at the City College of New York is designed to take advantage of the school's diverse student body to recruit and train a new generation of publishing professionals. The program offers students courses in

## CUNY Congratulates Alum Walter Mosley, First Black Man to Receive Prestigious Lifetime Achievement Award from National Book Foundation

November 17, 2020

*Prodigious Writer Got His Start at City College, Later Helped Launch the College's Publishing Certificate Program to Diversify the Industry*

*Over More than Two Decades, the Program has Helped Scores of Students Break into the Publishing Industry*



## POPSUGAR

ENTERTAINMENT FASHION BEAUTY WELLNESS FAMILY MUST HAVE JUNTOS VIDEO

LATINA · IDENTITY · BOOKS

## The Publishing World's Lack of Central American Representation Ends With Me

By Saraciea Fennell

Published on 1/26/2022 at 2:00 PM



PW Publishers Weekly @PublishersWkly

Jennifer Baker Named PW Star Watch 2019 Superstar, Will Attend #fbm19 @book\_fair pwne.ws/2V590pV



10:38 AM · Sep 19, 2019

#BRONX IS READING BOOKSTORE AUDIOBOOKS MERCH LITERACY PROGRAM POET LAUREATE MOVER & SHAKER EVENTS PRESS DONATE





# 2023 COMMENCEMENT SPEAKER KRISHAN TROTMAN

