

# **Guy LeCharles Gonzalez**

**Director, Content & Digital Product Development at Media Source Inc.**

Bloomfield, NJ, US

Shakespeare this! Poet, author, publisher and journalist creates beautiful ear candy by slamming together the past, present & future

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## **Biography**

Guy LeCharles Gonzalez is an old/new media pragmatist; (still a) publishing optimist, and a library advocate. Professionally, he is the Director, Content & Digital Product Development for Media Source / Library Journals, LLC, and the former Director of Programming & Business Development for Digital Book World. He's a published poet and journalist, former National Poetry Slam champion, and recently self-published an echapbook of poetry entitled Handmade Memories. loudpoet.com is Command Central for everything and anything that catches Guy's fancy, currently an enthusiasm for Old and New Media with a publishing and marketing slant, and the occasional dash of poetry and pop culture. Personally, he's a father, husband, poet, writer, reader, long-suffering NY Mets and Jets fan, and prefers Pumpkin, Barley Wine and India Pale Ales, Dona Paula Shiraz Malbec, and Four Roses and Buffalo Trace bourbons. The combination is wonderfully complicated and quite simple, really.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Media Production, Media - Online, Writing and Editing, Media - Print, Publishing

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## **Areas of Expertise**

Integrated Marketing Strategy, Content Strategy and Development, Event Planning, Audience Development, Publishing

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## **Sample Talks**

### **The Evolution of Self-Publishing**

It's safe to say that the stigma surrounding self-publishing is fading fast, if not already a thing of the past, as the barriers to distribution have collapsed and even traditional publishers have established self-publishing imprints of their own. In this workshop, Guy will discuss how self-publishing is empowering authors, disintermediating publishers, and the impact it's having on the marketplace, especially where ebooks are concerned.

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## **Event Appearances**

**The Evolution of Self-Publishing**  
Digital Book World Event Series

**Poetry Reading and Book Signing**  
Burlington County Library System Event Series

**Community Engagement and Development ? Real Talk**  
New York City Book^2 Camp

**Why Keep Blogging? Real Answers for Smart Tweeple**  
SXSW Conference

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## **Accomplishments**

**Director, Content & Digital Product Development ? Media Source Inc.**

Media Source Inc brings together some of the most respected brands and best minds in the world of children's, young adult, and adult media to serve the library community. Whether you are a librarian looking for publications and services to fine tune and streamline your collection development efforts, or are a supplier to the library market in search of an innovative and flexible partner to help you get your message across, Media Source can help.

**Author ? Handmade Memories: Poems & Essays, 1997 - 2011**

Handmade Memories is part experiment, part closure, and a total labor of love. It's a DIY echapbook of my favorite poems and a couple of related essays written between 1997-2011.

**Contributing Author ? Burning Down the House: Selected Poems from the Nuyorican Poets Cafe**  
**National Poetry Slam Champions**

In the summer of 1998 they took the belt at the National Poetry Slam, the first team from the Nuyorican Poets Cafe. These five New York poets stand at the vanguard of the slam movement, with verse that is passionate, tight, political and lucid.

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