

SBC Editorial Services—Case History

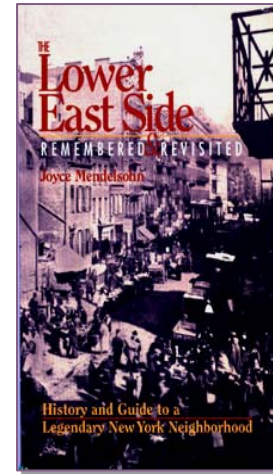
South Manhattan Development Corporation

Client: The South Manhattan Development Corporation (SMDC), a not-for-profit community organization founded in 1982 by neighborhood residents to strengthen the Lower East Side's businesses, organizations and cultural institutions.

Challenge: This client had commissioned one of New York City's best-known historian-guides to prepare a walking-tour guide to the historic and cultural landmarks of Manhattan's famed Lower East Side, but had not yet developed an organizational or business plan to convert the existing text and layout into an actual book. The book was intended to raise money for SMDC and contribute to the financing of the famed annual Lower East Side Festival and other events; it was also intended to be sold in Barnes & Noble and other area bookstores.

Solution: At SBC's suggestion a new entity, **The Lower East Side Press**, was created specifically to publish this book. SBC also worked with the author and designers to develop a new title and cover design for the book, prepared a new introduction and preface and provided light editing and proofreading. Simultaneously, SBC prepared and implemented a publicity campaign for the book, wrote and disseminated news releases, a trivia quiz etc., helped arrange its placement in bookstores throughout the Greater New York region, created and posted an Internet site for it, and arranged lectures, interviews and media appearances by the author.

Outcome: Joyce Mendelsohn's *The Lower East Side Remembered & Revisited: History and Guide to a Legendary New York Neighborhood* (New York: The Lower East Side Press, 2001; 160 pp., 125 illustrations, \$12.95) quickly won its rightful place on the small shelf of essential guidebooks to New York City neighborhoods.



Some representative reviewer comments:

“Once again, Joyce Mendelsohn has done the impossible: she has created a history and guide—to one of the most interesting neighborhoods on earth—that is both compact and exhaustive . . . with a quantity and depth of information that belie the book's convenient size.

“Ms. Mendelsohn has made every effort to include histories and updates on most of the ethnic groups represented, as well as their historic and cultural sites [including] a tremendous amount of new or rare-and-intriguing information.” — *Guidelines*

“A font of information about the Jewish community's ancestral land, so to speak.” — *Jewish Week*

“This new guide to one of New York City's most fabled neighborhoods will surely increase any city walker's appreciation for the ever-changing and ever-fascinating Lower East Side.” — *The Forward*