

**MEDIA CONTACTS:**

Scott Horton Communications • 510-735-9200

[Bluescott260@hotmail.com](mailto:Bluescott260@hotmail.com)

Amy Bonetti • Journal of Alta California • 415-407-9008

[amy@altaonline.com](mailto:amy@altaonline.com)



**FOR IMMEDIATE RELEASE**

**FOURTH ANNUAL BAY AREA BOOK FESTIVAL PARTNERS WITH THE JOURNAL OF ALTA CALIFORNIA AROUND SEVERAL LITERARY PROGRAMS AND OUTDOOR FAIR**

**APRIL 28 & 29 FESTIVAL BRINGS NEARLY 500 AUTHORS, PRESENTERS AND EXHIBITORS TOGETHER WITH READERS AND COMMUNITY FOR ONE OF THE COUNTRY'S PREMIER LIT EVENTS**

Berkeley, CA — April 10, 2018 — For a second year, the Bay Area Book Festival has partnered with *The Journal of Alta California*, the magazine and website (founded by William Randolph Hearst III) that focuses on all thing California. Alta will present four sessions during the 2018 Festival, scheduled April 28 and 29 in downtown Berkeley, and will exhibit in the Festival's robust outdoor fair of literary organizations and authors.

"Alta and the Bay Area Book Festival are natural partners: We both showcase the innovators that make California a leader in culture, lifestyle, politics, and more," says Festival founder and Director Cherilyn Parsons. "Alta's four programs bring a Pulitzer Prize winning poet and a bestselling science fiction writer and environmentalist to the Festival, as well as revered journalists and publishers to celebrate the life and work of the legendary muckraker Warren Hinckle. Two other programs focus on contributions of women—including the great Phoebe Hearst in

creating UC Berkeley, and opinionated women such as Joan Didion and Pauline Kael. The Festival appreciates Alta's involvement, and it's a delight to share with festivalgoers this magazine and website that have made such a splash."

For information about the 2018 Bay Area Book Festival, visit [www.baybookfest.org](http://www.baybookfest.org). For information about Alta, visit [altaonline.com](http://altaonline.com) .

### **Festival Programs Sponsored by Alta Magazine**

#### **Gary Snyder & Kim Stanley Robinson: Mt. Thoreau, Civil Disobedience, and Naming What Can't Be Named**

**Gary Snyder, Kim Stanley Robinson, Laurie Glover, introduced by Jack Shoemaker**

**Saturday, April 28, 3:15 PM - 4:30 PM**

#### **Freight & Salvage**

Legendary Zen poet (and Pulitzer Prize winner) Gary Snyder and his friend Kim Stanley Robinson, the renowned science fiction writer and environmentalist, had an adventure up their sleeve. They were going to hike up an unnamed peak in the Sierras near Mt. Emerson and christen it Mt. Thoreau. You aren't allowed to just name peaks, as Robinson wrote in an account of the adventure, "Is It Civil Disobedience to Name a Mountain for Thoreau?" They did the deed, despite what they felt surely would have been Thoreau's disapproval. They come to us now to talk about civil disobedience, nature writing, the environmental movement, poetry, and naming what can't ultimately ever really be named. In conversation with Laurie Glover, the editor of "Naming Mt. Thoreau," and Snyder's longtime publisher Jack Shoemaker of Counterpoint Press.

#### **Women Changing the World: How Phoebe Hearst, Jane Stanford, and Other Women Funded Feminism, Founded Universities, and Inspire Philanthropy Today**

**Joan Marie Johnson, Catherine Pyke, Alexandra Nickliss, Moderated by Julie Castro Abrams**

**Sunday, April 29, 11:15 AM - 12:30 PM**

#### **BAMPFA - Osher Theater**

For centuries, women have been powerful philanthropists, albeit less recognized than men. Women's strategic largesse has been essential to progressive advances including feminism. Women have been especially influential in founding the two leading universities in the Bay Area. Phoebe Hearst was the eclectic mother of the University of California at Berkeley, just as Jane Stanford co-founded her namesake university through hands-on activism. What lessons do the stories of these brilliant, empowered women hold today for any woman (or man) who wants to use financial resources to shape society? Do women give differently than men do? Where do the

challenges and opportunities lie? Historian Joan Johnson writes on “Funding Feminism,” former Hearst Foundation director Catherine Pyke delves into Jane Stanford’s legacy, and Alexandra Nickliss reveals the fascinating persona of Phoebe Hearst, whose influence shapes this very book festival.

**We Can Do It: Opinionated Women**  
**Michelle Dean**

**Sunday, April 29, 1:30 PM - 2:45 PM**  
**The Brower Center - Goldman Theater**

What makes for a powerful woman? Is there a special trait, a spark that allows her to overcome institutional biases and barriers? Michelle Dean’s new book, “Sharp: the Women Who Made an Art of Having an Opinion,” is in equal part a polyphonic biography, a cultural criticism, and a historical analysis. Following the lives of ten women—Dorothy Parker, Rebecca West, Hannah Arendt, Mary McCarthy, Susan Sontag, Pauline Kael, Joan Didion, Nora Ephron, Renata Adler, and Janet Malcolm—Dean explores how they positioned themselves as powerful voices in a male-dominated world. Hear Dean expertly discuss how these women took power when it was not offered to them (and how each of us is capable of doing the same).

**Muckraker: The Life and Times of Warren Hinckle**  
**Pia Hinckle, Robert Scheer, Ron Turner, Steve Wasserman, moderated by Peter Richardson**

**Sunday, April 29, 3:15 PM - 4:30 PM**  
**Veteran's Memorial Building – Auditorium**

As an editor, Warren Hinckle (1938-2016) reinvigorated investigative journalism at Ramparts magazine, the legendary San Francisco muckraker, and at Scanlan’s Monthly, where he helped create gonzo journalism. As a writer, he lampooned San Francisco’s political class, immortalized the city’s most colorful characters, and enshrined its most venerable saloons. Moderated by Peter Richardson, author of “A Bomb in Every Issue,” this panel features three of Hinckle’s longtime colleagues and friends—veteran muckraker Robert Scheer, publisher and critic Steve Wasserman, and publisher Ron Turner—long with Hinckle’s journalist daughter, Pia. Drawing on a new Hinckle anthology, “Ransoming Pagan Babies,” as well as his final book, “Who Killed Hunter S. Thompson?,” the panelists will reflect on the life and work of a Bay Area original.

**About *The Journal of Alta California*: A New Voice for California**

*The Journal of Alta California* combines William R. Hearst III’s passions for publishing and the arts into a new publication that is a paean to California. Alta is a vibrant print and online magazine that also holds events bringing together the best

thinkers on California and current issues.

Alta provides a fresh, smart take on the issues, culture, personalities, politics, lifestyle, culture and history of California, featuring some of the state's best writers, photographers and illustrators. The magazine's website, [altaonline.com](http://altaonline.com), provides a daily guide to the best writing about the state from Alta and other sources.

Alta is a celebration and examination of all things about California and its environs: the lifestyle, the history, the people, the environment, the arts, the culture, the politics.

"Many people have wondered why there is not a literate magazine counterpoint to the New Yorker from a Western point of view," said Hearst, whose family has had a legendary place in California journalism for more than 130 years. "Alta will fill that gap. Alta will provide literate, interesting coverage of the Golden State, from San Diego and Los Angeles in the Southland to Silicon Valley and San Francisco and the rugged redwood forests of the northern part of the state."

Drawing on inspiration from magazines such as *The New Yorker*, *Vanity Fair* and *Rolling Stone*, *Alta* is smart, witty, literary, informative and newsy. *Alta* is a multimedia entity: a quarterly magazine, a daily website and social media, and a regular series of events featuring talks by interesting people. Above all, *Alta* treasures great journalism, great storytelling and beautiful images.

### **About the Bay Area Book Festival**

The Bay Area Book Festival is one of the world's premier celebrations of writers, readers and the written world. Nearly 500 authors and exhibitors—from the Bay Area, nation and world and from across the spectrum of genres, traditions and inspirations—will come together with tens of thousands of book enthusiasts for the fourth annual Festival April 28 and 29 in downtown Berkeley, CA. The Festival is a two-day celebration of presentations, panels, keynotes, films, performances, participatory activities, exhibits and a lively outdoor fair. The literary program will satisfy fans across many interests, from science fiction, history, mysteries, memoir, poetry, food writing, children's literature and more, with special tracks this year on women, Native storytelling and youth literature—all within overall themes of the power of books to create a better world. Literary sessions take place in venues throughout the downtown area and on outdoor stages. For more information, schedule and tickets, visit [www.baybookfest.org](http://www.baybookfest.org).

###