



2024 ANNUAL REPORT

Writing our future

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Heyday at 50

01

Heyday was founded by Malcolm Margolin in Berkeley in 1974. A half century later, it continues to thrive. From the beginning, Heyday was built around a big notion of California, a notion virtually synonymous with the very idea of the Golden State. Susan Sontag once remarked that California was America's America, a place of relentless reinvention, a magnet for people the world over who sought a new identity and an escape from history in a land of seemingly endless possibility. But that destination of desire came with a cost: the hunting down of its Native peoples, the plunder of its abundant natural resources, the hollow conceit that history's weight could be ignored.

Heyday has done much over the past five decades to recover that history, to celebrate and nurture California's bounty, and to explore our relationship to the land—a relationship that has given rise to both unrivaled prosperity and the stain of persistent inequity. For fifty years, Heyday has sought to inspire a beloved community of authors, readers, booksellers, and activists to help us cut through the noise of the culture and draw attention to the beautiful and deserving books we labor to bring into the world. We help birth the ideas of our invaluable authors, whom we nurture with love and devotion and respect. Our more than five hundred books published over the past five decades have garnered considerable acclaim and widespread public recognition.

Heyday has never published a book cynically, never condescended to the reader, and we never will. We intend to continue building a sustainable publishing enterprise whose endeavors—books and events—will be as illuminating and enriching as they have been during our previous half century. Our pledge to you, dear Reader, is to bring to the public more works that astonish and delight, surprising readers with stories they didn't know they needed to know. We intend to be not merely a custodian of the past but a curator of the future. We know that ideas matter, stories count, diversity of voices is crucial, and the book is still our best repository of knowledge and beauty. Heyday revels in our role as midwife to the birth of compelling, often quirky books that embody the best of the human spirit and its longing for meaning and joy.



Steve Wasserman
Publisher



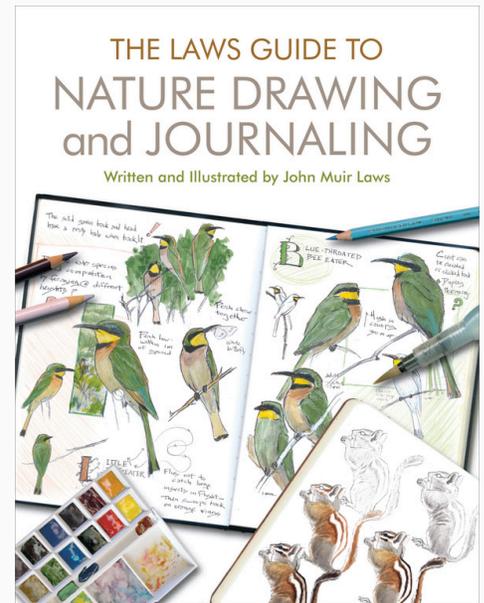
Gayle Wattawa
General Manager

2024 Bestsellers

02

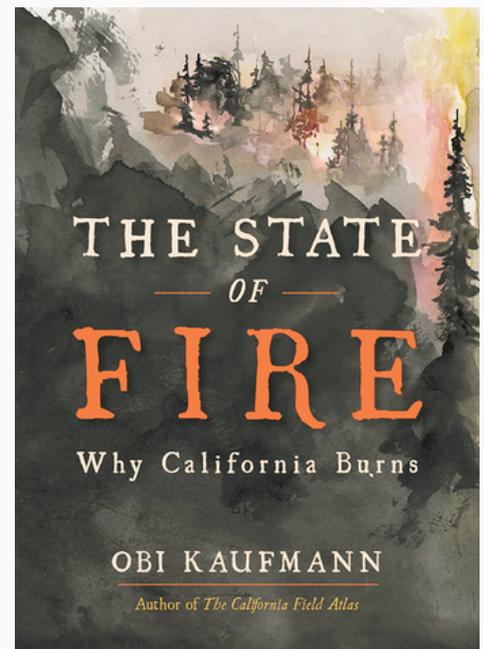
Bestselling Heyday Titles

1. *Laws Guide to Nature Drawing and Journaling*
2. *Laws Guide to Drawing Birds*
3. *Laws Field Guide to the Sierra Nevada*
4. *Laws Sketchbook for Nature Journaling*
5. *Indian among los Indígenas*
6. *State of Fire*
7. *How to Teach Nature Journaling*
8. *What Kind of Bird Can't Fly*
9. *Bad Indians* (10th Anniversary Edition)
10. *Fylling's Illustrated Guide to Pacific Coast Tide Pools*
11. *California Snakes and How to Find Them*
12. *Poet and the Silk Girl*



Bestselling 2024 New Titles

1. *State of Fire*
2. *Bad Indians* (10th Anniversary Edition)
3. *California Snakes and How to Find Them*
4. *What Kind of Bird Can't Fly*
5. *Bay Area Wildlife*
6. *When Mountain Lions Are Neighbors*
7. *Poet and the Silk Girl*
8. *Louder Than the Lies*
9. *Forgetters*
10. *Laws Field Guide to Sierra Birds*
11. *Birds in the Oaks*
12. *Tell Me Something, Tell Me Anything, Even If It's a Lie*



Berkeley Roundhouse

03



Left to Right: Terria Smith, Theresa Harlan, Sara Calvosa Olson, and Christina Castro (Taos Pueblo/Jemez Pueblo/Chicana) on a walk to Felix Cove. Credit: Theresa Harlan

Native Writers Fellowship

Terria Smith (Torres Martinez Desert Cahuilla Indians) and Sara Calvosa Olson (Karuk) were the inaugural Heyday Roundhouse Native California Writers Fellows at Mesa Refuge. Terria and Sara used the opportunity to work on their upcoming manuscripts. The fellowship received support from Yuhaaviatam of San Manuel Nation, Native Cultures Fund, and the Walter & Elise Haas Fund.

Graton Heyday Berkeley Roundhouse Writing Intern

Muriel Ammon (Tsnungwe and Hupa) is a graduate of Dartmouth College. She has completed a Hupa language Master-Apprenticeship Program (MAP) with her father, Danny Ammon. Muriel has earned an Association Montessori Internationale Diploma from the Southwest Institute for Montessori Studies.



“I’m so grateful to have an opportunity to work with the Heyday team, especially my new mentor Terria Smith.” —Muriel Ammon

News from Native CA



Summer 2024 issue of *News from Native California* was guest edited by the 2023 Graton Heyday Berkeley Roundhouse Writing Intern Tavi Carpenter. The issue had an extended feature with the theme “Celebrating Our Elders.” The issue also featured a story from Christine Trudeau, the California State Library “Stop The Hate” reporting fellow.

Fall 2024 issue of *News from Native California* featured Brook M. Thompson (Yurok & Karuk) on the cover. Thompson is a Ph.D. student, author, environmental engineer, multidisciplinary artist, and public speaker. Thompson is also the author of the children’s book, *I Love Salmon and Lampreys* (Heyday, 2025).



News from Native California has received meaningful support from the Monterey Bay Aquarium, Yuhaaviatam of San Manuel Nation, the Walter & Elise Haas Fund, and the Federated Indians of Graton Rancheria

Heyday Membership

Introduced in 2020, the Heyday Membership program now counts 131 members. Membership benefits include:

- 3 new Heyday books a year, handpicked from our new releases and shipped straight to you
- 30% off all other Heyday books purchased through our website or in person at Heyday-hosted events or book festivals where we table
- 4 issues/year (an annual subscription) to our quarterly magazine *News from Native California*
- Exclusive invitations to Heyday Presents, our in-person event series pairing authors of our latest member books with major voices in literature and beyond
- Priority access to ticket to annual Heyday Harvest gala



Heyday author **Dorsey Nunn**, *What Kind of Bird Can't Fly*, with writer and activist **Angela Davis** on resisting the prison industrial complex.



Heyday Publisher **Steve Wasserman**, *Tell Me Something, Tell Me Anything, Even If It's a Lie*, in conversation with **Viet Thanh Nguyen** on books, politics, and the higher gossip.

Heyday Harvest

On Sunday, October 27th, more than two hundred friends of Heyday gathered at the historic Berkeley City Club to celebrate our 18th annual Heyday Harvest.

We were honored to have Heyday author Deborah Miranda present Malcolm Margolin, our founder, with a well-deserved Lifetime Achievement Award. In a pre-recorded interview, Steve Wasserman presented the author Percival Everett with the Heyday History Award for the novel *James*.

We were overjoyed to see so many familiar faces. The best part of the evening was when everyone joined in song to wish Malcolm a happy 84th birthday!



Deborah Miranda presents Lifetime Achievement Award to **Malcolm Margolin**, founder of Heyday.



Left to right: Suzanne Badenhoop, Guy Lampard (Heyday Board Chair Emeritus), and Marty Krasney.

HEYDAY HARVEST SPONSORS

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Katrina vanden Heuvel

Peter Wiley

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Another Planet Entertainment

Seeder

Bruce de Benedictus & Caroline Kim

Frances Dinkelspiel & Gary Wayne

Whitney Green

Adam & Arlie Hochschild

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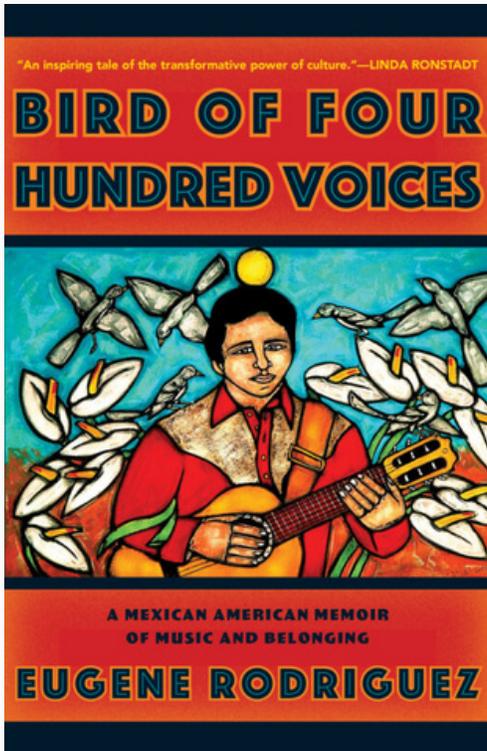
Ann Wasserman

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Author Spotlight



Bird of Four Hundred Voices follows Eugene Rodriguez as he leads his young students at Los Cenzontles Cultural Arts Academy to uncover their ancestral roots. From their home community in San Pablo, Los Cenzontles journey to fandangos in Veracruz, resurrect a lost mariachi tradition, and collaborate with luminaries like Linda Ronstadt, Lalo Guerrero, Taj Mahal, and Jackson Browne. Rodriguez's story offers an honest, deeply personal look at the cultural work that confronts historical oppression and joyously challenges cultural borders. It is a profound celebration of the powerful influence of Mexico's musical heritage on American culture.

Eugene Rodriguez is founder and executive director of Los Cenzontles Cultural Arts Academy, a nonprofit based in San Pablo, California. He formed Los Cenzontles in 1989. Rodriguez has produced over thirty albums and numerous films for Los Cenzontles. His work has been featured in the *New York Times*, the *Los Angeles Times*, the *San Francisco Chronicle*, and *NPR*. He is also the recipient of several awards and fellowships, including from the California Arts Council and United States Artists. He lives in Richmond, California. (Author photo by Mike Melnyk)

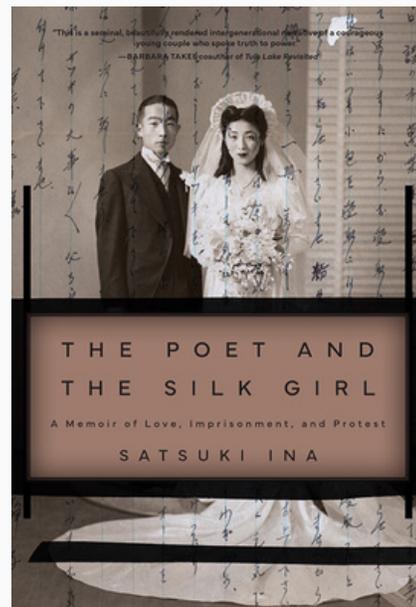
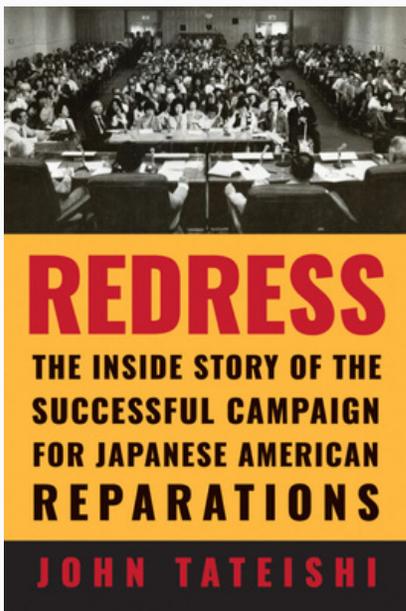


Funder Spotlight

The Henri and Tomoye Takahashi Charitable Foundation is dedicated to the mission of supporting the Japanese American community and aims to foster friendly relations between the United States and Japan through cultural and educational projects. The foundation's core values include:

- **Cultural Preservation:** We are committed to preserving and celebrating the rich cultural heritage of the Japanese American community, with an emphasis on the arts and education.
- **Telling Japanese American Stories:** We encourage the telling of Japanese American history as told by Japanese Americans. We hope to help expand understanding of the Japanese American experience by encouraging the survivors and descendants of WWII incarceration to speak for themselves without censure.
- **Broad Accessibility:** We aim to reach as wide an audience as possible, and give preference to projects which appear to have the most meaningful impact into the future.

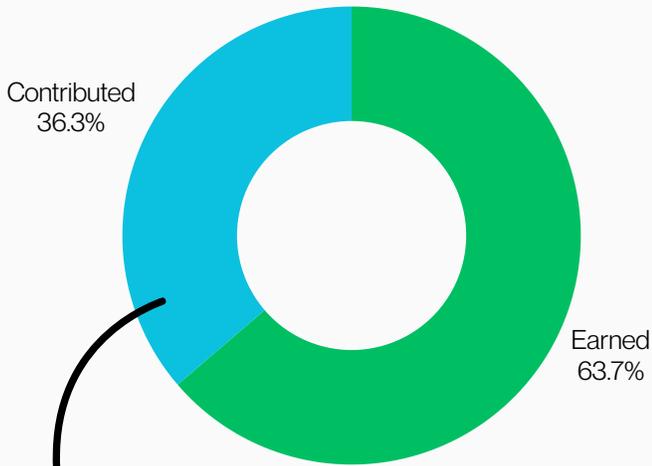
Heyday is honored that the Henri and Tomoye Takahashi Charitable Foundation has supported the paperback release of *Redress: The Inside Story of the Successful Campaign for Japanese American Reparations* (2024) by John Tateishi. In 2025, the Foundation will also support the paperback and audiobook production of *The Poet and the Silk Girl: A Memoir of Love, Imprisonment, and Protest* by Satsuki Ina.



Finances

Learn how Heyday's revenue and expenses break down by category.

Heyday's Revenue



About **64% Heyday's revenue comes from earned revenue**: book sales, magazine subscriptions and advertising, copublishing services, and permissions income.

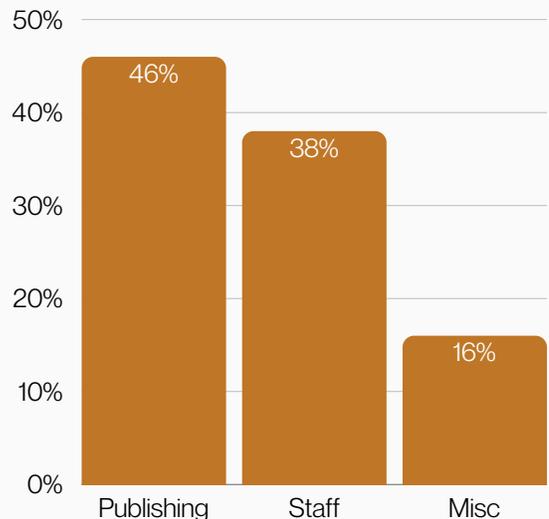
The remaining essential **36% comes from contributed revenue**: individual donations, grants, memberships, and funding for specific book projects.

Breaking down contributed revenue, grants are from charitable foundations, tribal communities, corporations, and local government.

Most individual donations are made in honor of Heyday Harvest, our annual fundraising event.



Heyday's Spending



Publishing is production expenses for our books and quarterly magazine, which includes printing and distribution as well as royalties paid to our authors.

Staff is salaries and benefits for 13 staff.

Misc is rent and utilities, consultants, and office and business expenses.

Heyday 101

Who we are, what we do.

Our Mission

Heyday is an independent, nonprofit publisher founded in 1974 by Malcolm Margolin in Berkeley, California. We are a diverse community of writers and readers, activists and thinkers. Heyday promotes civic engagement and social justice, celebrates nature's wonders, supports California Indian cultural renewal, and explores the state's rich history, culture, and influence. By platforming diverse voices and creating space for overlooked stories to be told, we aim to realize the California dream of equity and enfranchisement.

Board of Directors

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Susan D. Anderson • Lindsay Bear • Miranda Bergman • Nesbit Crutchfield • Frances Dinkelspiel • Roxanne Dunbar-Ortiz • Dave Eggers • Philip Kan Gotanda • Juan Felipe Herrera • Carol Blue Hitchens • Maxine Hong Kingston • Praveen Madan • Benjamin Madley • Kimberly Cox Marshall • Pablo Menendez • Innosanto Nagara • Viet Thanh Nguyen • Emiko Omori • Renée Richard • Greg Sarris • Jeffrey Henson Scales • Anola Small • John Tateshi • Lewis Watts

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Steve Wasserman, Publisher • Gayle Wattawa, General Manager • Muriel Ammon, Graton Heyday Berkeley Roundhouse Writing Intern • Emmerich Anklam, Managing Editor • Kalie Caetano, Marketing and Publicity Director • Chris Carosi, Sales Manager • Archie Ferguson, Art Director • JiaJing Liu, Development Manager • ill nippashi, Marketing and Membership Manager • Marlon Rigel, Production Manager • Marthine Satris, Senior Acquisitions Editor • Eve Sheehan, Office Manager • Terria Smith, Director of the Berkeley Roundhouse

Heyday is a 501(c)(3) nonprofit and our tax ID is #94-3268357.

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News from Native California: newsfromnativecalifornia.com

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Bruce Goldsmith; and T. M. Scruggs.

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Institutional Partners

ACLU of Northern California; Alameda County Arts Commission; Amazon Literary Partnership; Another Planet Entertainment; Art for Justice Fund; Autodesk Foundation; The Bancroft Library at UC Berkeley; The Bill Lane Center for the American West at Stanford University; California Arts Council; California Humanities; California Native Plant Society; The Campbell Foundation; Candelaria Fund; Center for Biological Diversity; Central Valley Community Foundation; City of Berkeley Civic Arts Program; Creative Industry Law; Federated Indians of Graton Rancheria; Fieldstead and Company; The Ford Foundation; Walter and Elise Haas Fund; Hearst Corporation; Humboldt Area Foundation's Native Cultures Fund; Ingram Book Company; Jiji Foundation; JKW Foundation; Jonathan Logan Family Foundation; Matthew London and Sylvia Wen Gaia Fund; The Marisla Foundation; Milligan Family Charitable Fund; Monterey Bay Aquarium; Moore Family Foundation; Oldwin Family Foundation; Quitiplas Foundation; San Francisco Heritage; San Mateo County Parks Foundation; Santa Fe Community Foundation; Save the Redwoods League; Sierra College Press; Stanford University; TomKat Charitable Trust; Henri And Tomoye Takahashi Charitable Foundation; Tappan Foundation; The Thendara Foundation; Roger J. and Madeleine Traynor Foundation; the Uplands Family Foundation; and Yuhaaviatam of San Manuel Nation.

Heyday at a Glance

Year founded: 1974

Fulltime staff: 13

Books published: 21

Events hosted: >180

Website users: 79k

Social followers: 34k

Newsletter: 8.2k

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