

PUBLISHERS PUBLICITY ASSOCIATION

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Newsletter

December 2006

JOIN US FOR OUR NEXT WORKSHOP
INSIDER TIPS FOR COOKBOOK & LIFESTYLE BOOK PUBLICITY MODERATED BY

SHEILA O'SHEA, ALFRED A. KNOPF

&

CARRIE BACHMAN, BACHMAN PUBLIC RELATIONS

DATE: Wednesday, December 6, 2006

PLACE: Random House Publishers
1745 Broadway (at 55th Street)
14th Fl., Louis L'Amour Room

TIME: 12:15pm, SHARP
(A box lunch will be provided. A vegetarian option is available with prior notice.)

COST: \$25.00

RSVP: Please respond by NOON on Monday, December 4th by emailing Yen Cheong @ yen.cheong@us.penguin.com

*Names of attendees needed for Random House security.

Please bring cash or checks payable to the PPA. Latecomers cannot be guaranteed seating, and those who do not RSVP will be seated only after everyone who responded has checked in.

We look forward to seeing you there!

OCTOBER LUNCHEON NOTES

The PPA kicked off its new season by hosting Jackie Levin, Producer *The Today Show*, who shared insights into future show segment directions, and how to effectively work with the production staff for bookings.

Jackie compiled a few stats for our information:

- She currently receives around 200 books a week and 175 pitches per day.
- 36 book spots were scheduled for the month of October 2006

Addressing "Dateline," she cautions against pitching any lifestyle books for the program, which is currently focusing mostly on true crime and internet predators. A second regular weekly hour will be added in February, after football season concludes. She does however want to keep on top of "Big Interviews" for the program.

She encourages everyone to know the "Today" show, keep their pitches concise, and pitch her creative ideas--she's looking for different ways to do a story. "Today" is moving toward doing more taped pieces with or without a live segment attached, so visuals are crucial. She encourages publicists to send DVDs with pitches, and really have a handle on the book they're pitching. When pitching her, she wants to know of major print breaks attached to books. She is looking at holiday books, roundups, wants creative ideas for these. Gene Shalit is still doing his usual roundup.

Best is to pitch her early on. She will take meetings to go over a catalog, and can use follow-up email summarizing what was discussed. Yes, sometimes she will love a topic, but not the author--so she may do story, with author less prominently featured, but on the show nonetheless.

NBC recently purchased iVillage, and in combination with MSNBC.com, NBC is looking to capitalize on these partnerships. This means making book excerpts available online, creating interactive experiences for viewers (quiz from book, etc.), doing a survey on iVillage that gets included in Today show story, etc.

Speaking of ratings, Jackie said "Today" maintains its lead over GMA. Since Meredith Vieira joined the show on September 13th, Today is up 3% vs. 1 year ago for the same period (Sept-Oct), and "Today" had a lead over GMA of 1 million+ viewers for 10 days in that period vs. 2 days in the same period last year.

When asked about dual Dateline/Today segments, she conceded these are for big bookings, but urged publicists to remember she will also do joint segments with Nightly News with Brian Williams or with Meet the Press or with MSNBC.

RE: Exclusivity, she invited publicists to come to "Today" first--before Oprah, before 60 Minutes. She said Today would sometimes follow one of these, but Dateline won't.

Logistics: Jackie is still in her Dateline office, but traveling to "Today" floor, does not have full time assistant (instead has NBC page assigned to her for 3 months rotation).

Jackie also pointed to "Today's" third hour (aka Today II) -- she's tired of people railing against it, as the third hour has now its highest ratings since it started, and competitor Regis & Kelly is down this year. Third hour is great for cookbooks.

Lunch concluded with presentation of examples of recent taped pieces on Manhunt (using a lot of visuals, historical materials, storytelling author) and the 9/11 Commission Report graphic novel (news footage, author interview at home & work, artwork, man-on-the-street reactions).

The PPA set records for luncheon attendance by hosting a panel of key editors & reporters from *The New York Times* who shared insights into getting coverage on and off the book page.

RACHEL DONADIO - Writer and Editor @ New York Times Book Review

Background:

-Before joining the Times in 2004 where she writes features on literary culture both high and low, and edits book reviews, she was a reporter at the New York Observer, the New York Sun, the Forward and the International Herald Tribune's Italy Daily

How the Book Review works:

- 7 people look over all books that are sent to the Book Review
- Sam Tanenhaus and other top editors assign books to be reviewed to the various editors, then those editors assign the reviews to reviewers
- The Book Review does their best to match the critics to books they think they'll do a good job reviewing
- Rachel doesn't do too much assigning

Rachel's Interests/What she looks for:

- As a writer, Rachel has more free-reign to review what she wants, her interests do not need to be newsy since she has more of a magazine lead time and prefers ideas that put things into perspective
- She also writes about literary culture and ideas
- She likes seeing all books, even ones she won't cover so she knows what's out there.
- Rachel would like to do more profiles and features, but wants an angle that gets the book beyond a news story, but not quite as in depth as a magazine story
- She's always looking for back page material and is open to authors who would review books, or do a back page essay

Other Information:

- E-mail is the best way to contact her
- She gets ideas from catalogs and talking to people
- Rachel reads: book blogs (i.e. galleycat, edrants, etc), PW, monthly magazines, TLS, LRB, Harper's, Atlantic, WSJ, The Guardian
- She doesn't read press materials
- If the author has an interesting website, it probably wouldn't make a difference in whether or not she would cover the book, she uses author websites mostly for fact-checking

JENNY LEE - Metro Writer @ New York Times Daily

Background:

-Lee graduated from Harvard College in 1999 and Hunter College High School. She interned at The Washington Post, The Wall Street Journal, The Boston Globe, Newsday and The New York Times while working on her applied mathematics and economics degree. She joined the Times in 2001, one and a half years after graduating from Harvard. She has covered technology, the environment, popular culture, crime,

poverty, and politics. Lee is presently writing a book about Chinese food for Warner Twelve.

-Jenny has also covered the following for the Times: Washington, business, back of the book page, Thursday Styles, Sunday Styles

Jenny's Interests/What she looks for:

-She will only cover a story if it is relevant to the NY, NJ, CT area

-Jenny would like it if publicists married pitches w/trends in society

-She asks to please sound intelligent when pitching

-Jenny wants publicist to be familiar with her style and interests and know what she's written about

-She likes to get tips of what's going on and to be "in the know" about topics other than books

Other information:

-It's best to email and follow-up with a phone call

-She would do a piece around an author's website if it was very creative and interactive

RICK LYMAN -- Books Editor @ New York Times Daily

Background:

-Lyman was first hired at the New York Times in 1997 as a general assignment reporter in Culture then became its theater reporter and columnist. After a stint as Houston Bureau Chief for the National Desk he returned to Culture as the Hollywood correspondent. In 2004 he was part of the team that covered the Presidential election and became a roving national correspondent for the paper. He has been the Books Editor for 3 months.

How the daily book section works:

-There are 3 books critics (Michiko Kakutani, Janet Maslin, and William Grimes) and 3 reporters (Dinitia Smith, Julie Bosman, and Chip McGrath.) They are responsible for the main Arts sections of the newspaper. The critic's tastes are different and they each have their own interests in terms of what they are looking for to review.

-The Book Review is a completely separate entity from the daily book department, and there is no connection or coordination (though they do keep an eye out for what the other is doing.)

-To take something from a straight review and turn it into a feature story there must be a news element that raises it above the ordinary.

Rick's interests/What he looks for:

-He regularly reads Gawker, Media Bistro, Galleycat, Pub Lunch, Publishers Weekly, London Review of Books, and the New York Review of Books.

-He does not read other newspaper's book sections and is not influenced by them.

-His personal interests are history and thrillers.

Other information:

-He would like publicists to remember that there are many places in the daily paper that can feature books aside from the Arts section, and urges publicists to pitch away to those sections and editors.

-Rick doesn't mind if you pitch him and/or the critics directly, as each critic's tastes and interests are different.

-He asks that pub dates be very clear on all press releases.

-He stressed that it is important to have a good, trusting relationship, even if the piece they are contacting us about isn't what we want, as this affects our relationship with them down the line.

DINITIA SMITH -- Cultural Correspondent @ New York Times daily

Background:

-Smith has been a cultural correspondent for the New York Times since 1995. She specializes in covering books and intellectual ideas and trends for the paper.

Dinitia's interests/What she looks for:

-Normally covers literary topics, intellectual trends and ideas, and writes less about the publishing business as a whole.

-She is looking for news and/or change—a new imprint, a new fact in a literary biography etc.

-The best chance for coverage is to pitch her a trend piece about more than one book.

-She doesn't like doing an interview over lunch type of story, the piece needs to have more elements to be a good candidate for coverage by her.

-She is looking for a strong back-story, and a compellingly interesting author.

Other information:

-She prefers email, and doesn't mind polite persistence.

-She emphasized the importance of having a trusting relationship and to make sure that publicists do their research before calling her (has the NYT's recently covered this author already, is it really the first book to publish this letter, etc.)

-Children's books: she has written about a few but doesn't cover them often, and the book would have to be of strong interest to adults, not just children, for her to consider it.

-She gets most of her ideas from catalogs and is not influenced by whether or not the book has a two-spread etc in the catalog. She doesn't read press materials.

2006 LUNCHEON and WORKSHOP CALENDAR

Tuesday, November 28th - Luncheon
Wednesday, December 6th - Workshop
Wednesday, January 24th - Luncheon
Tuesday, February 20th - Luncheon
Wednesday, March 28th - Luncheon
Tuesday, April 24th - Luncheon
Wednesday, May 23rd - Luncheon
Tuesday, June 19th - Luncheon

JOB EXCHANGE

The Job Exchange is a confidential service provided for all PPA members. Here's how it works. If you are looking for a new job, all submitted resumes must include a cover letter. Resumes will be kept on file for one month only. To view up-to-date listings, please go to the PPA website: www.publisherspublicity.org

If you would like to list a job opening in your department or firm, job listings may be placed by PPA members only. All listings must be submitted by e-mail. Each listing will appear in the next newsletter. Listings will run only once, unless re-submitted via e-mail to the newsletter editor.

Please direct resumes & job listings to Meg McAllister, meg@mcallcom.com

Publicist Random House

The Information Group seeks a Publicist to join their team. This person will promote the Fodor's, Princeton Review, Living Language, and Prima Games titles to media (TV, radio, print, on-line) on a daily basis; create and execute publicity campaigns for assigned titles by creating press releases, pitch letters, promotional materials and arranging special events and book tours. You will also research and seek out new media outlets and pursue on-line publicity opportunities. You will contact producers at television and radio shows and editors at newspapers and magazines to promote authors and titles. You must maintain a knowledge of current events and publishing trends; attend weekly departmental and inter-departmental meetings to offer suggestions on publicity strategies and generate long range plans for upcoming titles.

Candidate must have a minimum of 2 years prior publicity experience who also has exceptional pitching and writing capabilities. Individual should also have a strong interest in the book publishing, travel and consumer industries. This is a fast-paced position that requires the ability to work well under pressure and meet tight deadlines. Strong organizational skills and attention to detail are an absolute must. College degree required.

Please apply at www.careers.randomhouse.com

Senior Publicist Rizzoli New York

Rizzoli seeks a full-time Senior Publicist with at least three years of experience publicizing illustrated books on architecture, art, lifestyle, decorating, and fashion, and cooking. You know how to tailor a media list, you write well, are organized, excellent at follow up, and great with editors and authors alike. (...even challenging ones!) You remain calm under pressure, and are not daunted by the prospect of juggling a number of titles at the same time.

You will be responsible primarily for the Flammarion and Skira titles that Rizzoli distributes in the U.S., but will also handle a number of Rizzoli titles each season. This will entail drafting press releases, cover letters, and creating print and broadcast media lists for each book, organizing tours, talks, booksignings, and other author events, and communicating with the Paris and Milan offices by phone and email. General department responsibilities will include the preparation and distribution of publicity reports for Rizzoli, Flammarion, and each month, circulating bi-weekly Author Event updates, tracking and submitting PW listings, and assisting marketing department with seasonal materials for sales reps. You will also oversee the intern program, posting for, interviewing, and engaging interns.

It is assumed that you are fluent in basic computer programs like MS Word, Excel, and Outlook Office. Ideally, you have experience with the Publicity Assistant program as well.

You will work hard, but on great projects, in a collegial atmosphere. The position is full-time, salaried, with benefits, and is available immediately.

To be considered for this position, please send your cover letter and résumé (attached as a Word or pdf document) to: psommers@rizzoliusa.com

If you are an appropriate candidate you will be contacted for an interview. Please do not call to follow up.

About our Company:

Rizzoli New York specializes in high-quality and luxury art, architecture, design, lifestyle, photography, and culinary titles. Universe Publishing, a Rizzoli imprint, publishes more economically priced books in the same categories, plus pop culture, and humor titles. Rizzoli also distributes English-language art and photography books by French publisher Editions Flammarion, and Italian publishers Skira Editore, and White Star Publishers.

Publicists
Krupp Communications, Inc. (K2)

K2, a leading public relations, marketing and branding firm within the publishing, entertainment and lifestyle arenas, seeks smart, strategic and experienced communications professionals to join our high-performance publishing and corporate communications teams in New York City. Strong media relationships and 2-5 years of PR experience in one or more of the following categories required: publishing, entertainment, health/wellness, beauty, apparel, personal finance and non-profit.

Email: careers@kruppnyc.com. Submissions must include resume, salary history and references from prior employers. Any submissions that do not include the above criteria will not be considered.

NEWS & ANNOUNCEMENTS

FORMER PANTHEON PUBLICITY DIRECTOR SUZANNE WILLIAMS JOINS FORCES WITH ELIZABETH SHREVE TO FORM SHREVE & WILLIAMS PUBLIC RELATIONS

Elizabeth Shreve, who announced the formation of the Washington, D.C.-based Elizabeth Shreve Public Relations in February of this year, announced today that former Pantheon Books publicity director Suzanne Williams will join Shreve's existing company as a partner to form Shreve & Williams Public Relations, effective January 2007.

In keeping with Shreve's original mission, Shreve & Williams Public Relations [S&WPR] will remain a public relations firm specializing in strategic media campaigns for books and authors. The company will continue to provide services for publishers and authors that range from the design and implementation of national media campaigns, expert publicity counsel, local market outreach and tour booking, targeted publicity campaigning, to pre-publication media platform building and client branding.

